Tourism Regions Report (Owner names listed are the reporting representatives of the stakeholder groups/organizations using this on-line reporting system)

Custer Country's Nick Mann is a new reporter and has not yet received Strategic Plan online reporting training

FY 2011 Q2 (Oct-Dec 2010) Plan Status 1.0: Turning the Montana Tourism and recreation Vision into reality Report Settings

Display Depth:	* Show All *	Status Filter:	* Show All *
Showing Tactics:	Yes	Tag Filter:	Responsible Partner: Region
Review Sta	itus Symbol	s Legend	
First Colum	ın:		
Strategy Sta	ıtus: ★ Ahea	d of Plan	O On Track ⊗ Behind Plan ● Off Track ➡ Change
Tactic Start	Status: O	Started or	n Time 🔞 Started Late 🛑 Incomplete
Second Co	lumn:		
Strategy Tre	end: † Get	ting Better	→ Staying the Same → Getting Worse
Tactic Curre	nt Status:	On Tra	ck 🛇 Behind Plan 🌘 Off Track
Third Colur	nn:		
Strategy Fut	ure Concern	: L Lo	w Concern M Medium Concern H High Concern
Tactic Final	Status: C	Complete	ed on Time 🛇 Completed Late 🛑 Incomplete
√ Completed	•	On Hold	X Cancelled

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.1.1.1.2: Custer Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.		Nick Mann	?	?	?
1.1.1.1.2.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Nick Mann	0	?	
1.1.1.1.3: Glacier Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Racene Friede	0	t	L
1.1.1.1.3.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Racene Friede	?	?	✓
1.1.1.1.4: Gold West Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Sarah Bannon	?	?	?
1.1.1.1.4.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Sarah Bannon	0	?	
1.1.1.1.4.2: We partner with many accommodations on our travel guide. Also, we offer reasonable advertising for a full-page ads.	Tactic	Sarah Bannon	?	?	
1.1.1.1.5: Missouri River Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Carla Hunsley	0	†	M
1.1.1.1.5.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Carla Hunsley			~
1.1.1.1.6: Russell Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Gayle Fisher	?	?	?
1.1.1.1.6.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Gayle Fisher	0	?	
1.1.1.1.7: Yellowstone Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Robin Hoover	0	1	L
1.1.1.1.7.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Robin Hoover		0	~
1.1.1.2.2: Custer Country continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Nick Mann	?	?	?
1.1.1.2.2.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Nick Mann	?	?	×
1.1.1.2.2.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Nick Mann	?	?	×
1.1.1.2.3: Glacier Country continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Racene Friede	?	?	?
1.1.1.2.3.1: Based on market research, accentuate images and messages that appeal to each winter target	Tactic	Racene Friede	O	0	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
market segment.					
1.1.1.2.3.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Racene Friede	0	?	
1.1.1.2.4: Gold West Country continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Sarah Bannon	?	?	?
1.1.1.2.4.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Sarah Bannon	•	?	
1.1.1.2.4.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Sarah Bannon		?	
1.1.1.2.5: Missouri River Country continue winter marketing, promoting Montana as a superb destination for ice fishing, and families and groups simply seeking a "snow experience".	0	Carla Hunsley	0	t	М
1.1.1.2.5.1: Based on market research, accentuate images and messages that appeal to each winter target market segment. Ice fishing	Tactic	Carla Hunsley	0	0	
1.1.1.2.5.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Carla Hunsley	?	?	X
1.1.1.2.6: Russell Country continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Gayle Fisher	?	?	?
1.1.1.2.6.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Gayle Fisher	0	?	
1.1.1.2.6.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Gayle Fisher	•	?	
1.1.1.2.7: Yellowstone Country continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a	0	Robin Hoover	0	•	
"snow experience". 1.1.1.2.7.1: Based on market research, accentuate images and messages that appeal to each winter target	0	Robin Hoover	0	<u> </u>	_
market segment.	Tactic		O	O	~
1.1.1.2.7.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Robin Hoover		?	
1.1.1.3.1: Custer Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Nick Mann	?	?	?
1.1.1.3.1.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Nick Mann	0	?	
1.1.1.3.1.2: Report bookings received by Montana industry participants.	Tactic	Nick Mann	?	?	X
1.1.1.3.2: Glacier Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Racene Friede	?	?	?
1.1.1.3.2.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Racene Friede	0	?	
1.1.1.3.2.2: Report bookings received by Montana industry participants.	Tactic	Racene Friede	•	?	
1.1.1.3.3: Gold West Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Sarah Bannon	?	?	?
1.1.1.3.3.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Sarah Bannon	?	?	
1.1.1.3.3.2: Report bookings received by Montana industry participants.	Tactic	Sarah Bannon	?	?	
1.1.1.3.4: Missouri River Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Carla Hunsley			✓
1.1.1.3.4.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Carla Hunsley			✓
1.1.1.3.4.2: Report bookings received by Montana industry participants.	Tactic	Carla Hunsley	?	?	
1.1.1.3.4.4: 3 travel packages. 1. Follow The Dinosaur Tracks 2. Ride The Big Sky (Motorcycles) 3. Fort Peck Lake Tour	Tactic	Carla Hunsley			✓
1.1.1.3.5: Russell Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Gayle Fisher	?	?	?
1.1.1.3.5.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Gayle Fisher	0	?	
1.1.1.3.5.2: Report bookings received by Montana industry participants.	Tactic	Gayle Fisher	0	?	
1.1.1.3.6: Yellowstone Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Robin Hoover	0	→	L
1.1.1.3.6.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Robin Hoover	•	?	
1.1.1.3.6.2: Report bookings received by Montana industry participants.	Tactic	Robin Hoover		?	
1.1.1.5.2: Custer Country enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Nick Mann	?	?	?
1.1.1.5.2.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Nick Mann	?	?	✓
1.1.1.5.2.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Nick Mann	?	?	
1.1.1.5.2.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Nick Mann	?	?	~
1.1.1.5.2.4: Conduct research annually to measure results of advertising and web marketing, and	Tactic	Nick Mann	?	?	×
improvements in return on investment (ROI). 1.1.1.5.2.5: Report results of research to Strategic Plan stakeholders.	Tactic	Nick Mann	?	?	X
1.1.1.5.3: Glacier Country enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Racene Friede	?	?	?
1.1.1.5.3.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries	Tactic	Racene Friede	0	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
by date, source code, and interest.					
1.1.1.5.3.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Racene Friede	?	?	×
1.1.1.5.3.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Racene Friede	?	?	~
1.1.1.5.3.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Racene Friede	?	?	~
1.1.1.5.3.5: Report results of research to Strategic Plan stakeholders.	Tactic	Racene Friede	?	?	5
1.1.1.5.4: Gold West Country enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Sarah Bannon	?	?	?
1.1.1.5.4.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Sarah Bannon	?	?	~
1.1.1.5.4.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Sarah Bannon	?	?	×
1.1.1.5.4.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Sarah Bannon	?	?	×
1.1.1.5.4.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Sarah Bannon	?	?	✓
1.1.1.5.4.5: Report results of research to Strategic Plan stakeholders.	Tactic	Sarah Bannon	?	?	./-
1.1.1.5.5: Missouri River Country enhance tracking and reporting of results and return on investment (ROI)	O	Carla Hunsley	?	?	?
from state, regional, and CVB advertising efforts. 1.1.1.5.5.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries	Tactic	Carla Hunsley	0	C	
by date, source code, and interest. Deliver brochures to motels, gas stations, restaurants, etc. 1.1.1.5.5.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT	Tactic	Carla Hunsley	?	?	
travelers, and ROI of marketing efforts. 1.1.1.5.5.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Carla Hunsley	?	?	
1.1.1.5.5.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Carla Hunsley	0	?	
1.1.1.5.5.5: Report results of research to Strategic Plan stakeholders.	Tactic	Carla Hunsley	?	?	. /
1.1.1.5.6: Russell Country enhance tracking and reporting of results and return on investment (ROI) from state,	_	Gayle Fisher	?	?	?
regional, and CVB advertising efforts. 1.1.1.5.6.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries	0	Gayle Fisher			·
by date, source code, and interest. 1.1.1.5.6.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other	Tactic	Gayle Fisher	?	?	✓
online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic		?	?	×
1.1.1.5.6.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Gayle Fisher	?	?	×
1.1.1.5.6.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Gayle Fisher	?	?	1
1.1.1.5.6.5: Report results of research to Strategic Plan stakeholders.	Tactic	Gayle Fisher	?	?	√-
1.1.1.5.7: Yellowstone Country enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Robin Hoover	0	t	L
1.1.1.5.7.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Robin Hoover	0	?	
1.1.1.5.7.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Robin Hoover	0	?	
1.1.1.5.7.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Robin Hoover	0	?	
1.1.1.5.7.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Robin Hoover	0	?	
1.1.1.5.7.5: Report results of research to Strategic Plan stakeholders.	Tactic	Robin Hoover	0	?	
1.1.2.2.2: Custer Country work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Nick Mann	?	?	?
1.1.2.2.2.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Nick Mann	?	?	×
1.1.2.2.2.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Nick Mann	?	?	×
1.1.2.2.3: Glacier Country work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Racene Friede	?	?	?
1.1.2.2.3.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Racene Friede	•	?	
1.1.2.2.3.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Racene Friede	•	?	
1.1.2.2.4: Gold West Country work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Sarah Bannon	?	?	?
1.1.2.2.4.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Sarah Bannon	?	?	
1.1.2.2.4.2: Work with local sports clubs to contact sports associations or federations and explore	Tactic	Sarah Bannon	?	?	

possibilities for events to the hosted in Mortana. 1.1.2.2.6. Missouri River Control work with biola sports groups/clube to attract regional and rational sports competitions in city-leak datedaria. 1.1.2.2.6. Missouri River Control Service Serv	Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
competitions in off-peak seasons. 1.12.25.2 It-florently opportunities to use existing facilities to host sports competitions (statidums, general evisition supports, lodes are used to indicate the peak of the	possibilities for events to be hosted in Montana.					
avisition sirporis, cideó aremas, ruari andistriais, lades, bowling alleys, ball fields, golf courses, downfell/XC, 12.2.2.2 (See Novembro 10 see housed in Montana.) 1.1.2.2.6.2 Novembro to be housed in Montana. 1.1.2.2.7.1 Novembro Courses, control code trains, lades, bowling alleys, ball fields, golf courses, downfell/XC. 1.1.2.2.2.2 Novembro to be housed in Montana. 1.1.2.2.7.1 Nellowates Coursey work with those apports corporated ports associations or federations and explore possibilities for events to be housed in Montana. 1.1.2.2.7.1 Novembro Coursey work with those apports corporated ports associations or federations and explore possibilities for events to be housed in Montana. 1.1.2.2.7.2 Novembro Local sports clubs to coreast sports associations or federations and explore possibilities for events to be housed in Montana. 1.1.2.2.7.2 Novembro Local sports clubs to coreast sports associations or Inderations and explore possibilities for events to be housed in Montana. 1.1.2.2.7.3 Novembro Local sports clubs to coreast sports associations or Inderations and explore possibilities for events to be housed in Montana. 1.1.2.2.7.3 Novembro Local sports clubs to coreast sports associations or Inderations and explore possibilities. The coreast sports associations or Inderations and explore possibility. 7.2.2 Novembro Local sports clubs to coreast sports associations or Inderations. 1.1.2.2.4.3 Coursete courty target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and abstractions. 1.1.2.2.4.3 Coursete and publicity strategy with privateriory pitch formation as a leisure travel destination. Proactively	competitions in off-peak seasons.	0	Ţ	0	†	L
1.1.2.2.3.2 Work with local aports cubts to conteat sports associations or federations and explore positivities for events to be hosted in Mortana. 1.1.2.2.6. Russeld Country work with focal aports groups/clubs to attract regional and national sports 1.1.2.2.6. Russeld Country work with local aports groups/clubs to attract regional and national sports 1.1.2.2.6.2 Work with local aports display and provide the providence of the country of the control of the country	aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC	Tactic	Carla Hunsley	0	0	
1.1.2.2.6 Russell Country work with local sports groupsicklobe to attract regional and national sports 1.1.2.2.6.1 Indentify opportunities to use existing lacifies to host sports competitions (stackums, general, stackums, persons). 1.1.2.2.6.2 Work with local sports clock to contact sports associations or federations and explore possibilistics for events to be hosted in Mortana. 1.1.2.2.7. Yellowscince Country, work with local sports clock to contact sports associations or federations and explore possibilistics for events to be hosted in Mortana. 1.1.2.2.7. Yellowscince Country, work with local sports clock to contact sports associations or federations and explore possibilistics for events to be hosted in Mortana. 1.1.2.2.7. Z. Yellowscince Country, work with local sports clock to contact sports associations or federations and explore (stackums, general aviation airports, noted arenas, rural roads/traits, lakes, bonding alleys, ball fedds, golf courses, downhill/XC fractic federations, for the contact sports association or federations and explore. 1.1.2.2.7. Z. Yellowscince that sports clabs to contact sports association or federations and explore. 1.1.2.2.7. Dissertment less and industry trend information to bruiter businesses and attractions. 1.1.2.4.2.2. Counter possible residual and industry trend information to bruiter businesses and attractions. 1.1.2.4.2.2. Counter possible residual and industry trend information to bruiter businesses and attractions. 1.1.2.4.3.3. Counter possible residual and industry trend information to bruiter businesses and attractions. 1.1.2.4.3.3. Counter possible residual and industry trend information to bruiter businesses and attractions. 1.1.2.4.3.3. Counter possible residual and industry trend information to bruiter businesses and attractions. 1.1.2.4.3.3. Counter possible residual and industry trend information to bruiter businesses and attractions. 1.1.2.4.3.3. Counter possible residual and industry trend information to bruiter businesses and attractions. 1.1.2.4.3.3. Cound		Tactic	Carla Hunsley	?	?	
1.1.2.2.6.1 I Identify opportunities to use existing facilities to host sports competitions (standurus, general value) and profit of the content sports associations or federations and explore 1.1.a. (Sayle Fisher 7.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2.2	1.1.2.2.6: Russell Country work with local sports groups/clubs to attract regional and national sports	0	Gayle Fisher	?	?	?
1.1.2.2.6.2 Work with local sports clube to contact sports associations or referrations and explore possibilities for events to be hosted in Mindrians. 1.1.2.2.7. Yellowstone Country work with local sports groupsclube to attract regional and national sports competitions in dispelsal seasons. 1.1.2.2.7. Events of the seasons of the	1.1.2.2.6.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC	Tactic	Gayle Fisher	0	?	
1.1.2.2.7. Yellowstone Country work with local sports groups'clube to attract regional and national sports competitions in off-peak seasons. 1.1.2.2.7. Elidentify opportunities to use existing facilities to host sports competitions (stadiums, general availation airports, rodes careas, rural rodes/trails, listees, powling alieys, built fleds, golf courses, downhill XC 7actic 1.1.2.2.7.2 Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana. 1.1.2.4.2.1 Use the control of t	1.1.2.2.6.2: Work with local sports clubs to contact sports associations or federations and explore	Tactic	Gayle Fisher	0	?	
aviation airports, rode areas, rural readstralis, lakes, bowing lateys, ball fields, goll courses, own/mil/XC ski facilities, etc.). 1.12.2.7.2. Work with local sports clubs to contact sports associations or federations and explore possibilities bit reverts to be hosted in Montana. 1.12.4.2.7.2. Work with local sports clubs to contact sports associations or federations and explore possibilities bit reverts to be hosted in Montana. 1.12.4.2.1. Disseminate leads and industry trend information to businesses and attractions. 1.12.4.2.1. Disseminate leads and industry frend information to businesses and attractions. 1.12.4.2.3. Coordinate a publicity workshops for fourism businesses and attractions. 1.12.4.3.3. Coordinate a publicity strategy with private/horsprofit partners, based on target markets and seasons. 1.12.4.3.1. Disseminate leads and industry frend information to businesses and attractions. 1.12.4.3.1. Disseminate leads and industry frend information to businesses and attractions. 1.12.4.3.1. Disseminate leads and industry frend information to businesses and attractions. 1.12.4.3.3. Coordinate a publicity windshops for fourism businesses and attractions. 1.12.4.3.3. Coordinate a publicity windshops for fourism businesses and attractions. 1.12.4.3.3. Coordinate a publicity windshops for fourism businesses and attractions. 1.12.4.3.3. Coordinate a publicity windshops for fourism businesses and attractions. 1.12.4.3. Coordinate a publicity windshops for fourism businesses and attractions. 1.12.4.3. Coordinate a publicity windshops for fourism businesses and attractions. 1.12.4.3. Coordinate a publicity windshops for fourism businesses and attractions. 1.12.4.3. Coordinate a publicity windshop for fourism businesses and attractions. 1.12.4.3. Coordinate a publicity windshop for fourism businesses and attractions. 1.12.4.3. Coordinate a publicity windshop for fourism businesses and attractions. 1.12.4.3. Coordinate a publicity windshop for fourism businesses and attractions. 1.12.4.3. Coo	1.1.2.2.7: Yellowstone Country work with local sports groups/clubs to attract regional and national sports	0	Robin Hoover	•	+	•
1.1.2.4.2.1: Units with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana. 1.1.2.4.2.1: Disseminate loads and inclusify trend information to tourism businesses and attractions. 1.1.2.4.2.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.2.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.3: Closelar Country target travel media to increase the visibility of Montana as a leisure travel destination, Proactively pith Montana press releases and story ideas to travel media. 1.1.2.4.3: Closelar Country target travel media to increase the visibility of Montana as a leisure travel destination, Proactively pith Montana press releases and story ideas to travel media. 1.1.2.4.3: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.3: Condinate a publicity strategy with private/montrolit partners, based on target markets and seasons. 1.1.2.4.4: Cold Wrest Country target travel media to increase the visibility of Montana as a leisure travel destination, Proactively pith Montana press releases and story ideas to travel media. 1.1.2.4.4: Cold Wrest Country target travel media to increase the visibility of Montana as a leisure travel destination, Proactively pith Montana press releases and story ideas to travel media. 1.1.2.4.4: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.4: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.5: Missouri Rivar Country target travel media to increase the visibility of Montana as a leisure travel destination, Proactively pith Montana press releases and story ideas to travel media. 1.1.2.4.5: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.5: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.5: Condinate a publicity artic	1.1.2.2.7.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC	Tactic	Robin Hoover	•	•	×
1.1.2.4.2: Custer Country target travel media to increase the visibility of Montana as a leisure travel destination. 1.1.2.4.2.1: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.2.2: Condust publicity workshops for tourism businesses and attractions. 1.1.2.4.2.2: Condust publicity workshops for tourism businesses and attractions. 1.1.2.4.3: Glociar Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.3: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.3: Condinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.3: Condinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.3: Condinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.4: Cold West Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.4: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.4: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.4: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.5: Missouri River Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.5: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.5: Condinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.5: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.5: Disseminate	1.1.2.2.7.2: Work with local sports clubs to contact sports associations or federations and explore	Tactic	Robin Hoover			×
1.1.2.4.2.1 Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.2.3 Conduct publicity workshops for brustins businesses and attractions. 1.1.2.4.3.2 Goodinate a publicity strategy with private/nonprofil partners, based on target markets and facility of Nick Mann ? ? ? X 1.1.2.4.3.3 Conduct publicity workshops for brustins and story ideas to travel media. 1.1.2.4.3.2 Conduct publicity workshops for brustins businesses and attractions. 1.1.2.4.3.3 Conduct publicity workshops for brustins businesses and attractions. 1.1.2.4.3.3 Conduct publicity workshops for brustins businesses and attractions. 1.1.2.4.3.3 Conductinate a publicity strategy with private/nonprofil partners, based on target markets and seasons. 1.1.2.4.4.5 Good West Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.4.5 Good West Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.4.5 Good West Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.4.5 Missouri River Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.5.5 Discordinate a publicity strategy with private/nonprofil partners, based on target markets and seasons. 1.1.2.4.6 Russell Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.5.5 Societae as publicity strategy with private/nonprofil partners, based on target markets and seasons. 1.1.2.4.6 Russell Country target favel media to increase the visibi	1.1.2.4.2: Custer Country target travel media to increase the visibility of Montana as a leisure travel destination.	0	Nick Mann	?	?	?
1.1.2.4.2. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.3. Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.3. Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.3. Coordinate a publicity workshops for tourism businesses and attractions. 1.1.2.4.3. Coordinate a publicity workshops for tourism businesses and attractions. 1.1.2.4.3. Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.4. Coordinate a publicity workshops for tourism businesses and attractions. 1.1.2.4.4. Coordinate a publicity workshops for businesses and attractions. 1.1.2.4.4. Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.4. Coordinate a publicity workshops for businesses and attractions. 1.1.2.4.4. Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.4. Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.4. Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.5. Exception of the private fravel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.5. Exception of the private fravel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and attractions. 1.1.2.4.5. Exception of the private fravel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and attractions. 1.1.2.4.5. Exception of the private fravel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and attractions. 1.1.2.4.6. Exception of the		Tactic	Nick Mann	?	?	/
1.1.2.4.3. Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.3. Disseminate leads and increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.3.1. Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.3.2. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.3.3. Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.4.3.3. Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.4.1. Cload West Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.4.1. Cload west Country target travel media to increase the visibility of Montana as a leisure travel of the seasons. 1.1.2.4.4.2. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.4.3. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.4.3. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.4.3. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.4.3. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.4.3. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.3. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.3. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.3. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.3. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.3. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.3. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.3. Conduct publicity workshops fo	·	1				×
seasons. 1.1.2.4.3: Glacier Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.3: Classimation and industry transin information to tourism businesses and attractions. 1.1.2.4.3: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.4: Classimation of the properties of the propertie						
destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.3.1: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.3.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.3.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and gestions. 1.1.2.4.4: Gold West Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.4: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.4: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.5: Missouri River Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.5: Missouri River Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.5: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.5: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.6: Russell Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.6: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.6: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.6: Conduct publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6: Statewise market leads and industry trend information to tourism businesses and attractions. 1.1.2.4.6: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7: Conduct publicity worksh	seasons.					?
1.1.2.4.3.2 Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.3.3 Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.4.5 Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.4.1 Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.3.1 Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.5.1 Missouri River Country target travel media to increase the visibility of Montana as a leisure travel designation. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.5.1 Missouri River Country target travel media to increase the visibility of Montana as a leisure travel designation. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.5.1 Missouri River Country target travel media to increase the visibility of Montana as a leisure travel designation. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.5.1 Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.6.2 Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.6.2 Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.6.3 Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6.2 Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.6.3 Coordinate apublicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6.5 Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.6.5 Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.6.5 Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.6.5 Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.6.5 Conducted publicity workshops for tourism	destination. Proactively pitch Montana press releases and story ideas to travel media.	0	rasons i nodo		·	
1.1.2.4.3. Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.4. Cold West Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.4. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5. Missouri River Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.5. Missouri River Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.5. Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.5. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5. Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7. Vellowstone Country target travel media to increase the visibility of Montana as a leisure travel destinat	1.1.2.4.3.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Racene Friede	0	?	
seasons. 1.1.2.4.4: Gold West Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.4: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.4.3: Coordinate a publicity workshops for tourism businesses and attractions. 1.1.2.4.4.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.5: Missouri River Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.5: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.5: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5: Conduct publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.6: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.6: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.6: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.6: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.6: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.6: Gayle Fisher 1.1.2.4.6: Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually. 1.1.2.4.7: Velowordshop for tourism businesses and attractions. 1.1.2.4.7: Conduct publicity workshops for tourism businesses and attrac	1.1.2.4.3.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Racene Friede	?	?	^
1.1.2.4.4 Cold West Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.4.1: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.4.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.4.3: Oscordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.5: Missouri River Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.5: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.5.2: Conduct publicity workshops for fourism businesses and attractions. 1.1.2.4.5.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6.1: Clark Hunsley and the seasons. 1.1.2.4.6.1: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.6.1: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.6.1: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.6.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.6.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6.3: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.6.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.7: Yellowstone Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.7: Coordinate a publicity strategy with private/nonprofit partners, based on targ		Tactic	Racene Friede	О	?	
destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.4.2 Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.3.3 Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.5.3 Missouri River Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.5.1 Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.5.2 Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5.3 Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6.1 Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.6.1 Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.6.3 Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6.3 Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6.5 Statewide, generate publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6.5 Statewide, generate publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.7 Yellowstone Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.7 Yellowstone Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.7 Yellowstone Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana as an off-peak season destination for group/packa	1.1.2.4.4: Gold West Country target travel media to increase the visibility of Montana as a leisure travel	_	Sarah Bannon	?		?
1.1.2.4.4.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5: Missouri River Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.5.: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5.: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5.: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5.: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6: Russell Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.6.: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.6.: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.6.: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6.: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6.: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.7. Yellowstone Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.7. Yellowstone Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.7. Yellowstone Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas t		•	Sarah Bannon	2	2	>
1.1.2.4.4.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.5: Missouri River Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.5: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.5: Ocordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.5: Ocordinate a publicity strategy with private/nonprofit partners, based on target markets and destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.5: Ocordinate a publicity strategy with private/nonprofit partners, based on target markets and destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.6: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.6: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.6: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.6: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.6: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.6: Conduct publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.7.1: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.7.1: Ocordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.7.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and destinations. 1.1.2.4.7.1: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.7.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.5.2: Couster Country to target tour operators to bring group	· · · · · · · · · · · · · · · · · · ·					0
seasons. 1.1.2.4.5: Missouri River Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.5.1: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.5.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6: Russell Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.6.1: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.6.3: Coordinate a publicity workshops for tourism businesses and attractions. 1.1.2.4.6.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.7: Yellowstone Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.7: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.7: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.5.2: Custer Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.2: Conduct publicity workshops for tourism businesses and attractions. 1		l actic			?	$^{\wedge}$
destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.5.1: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.5.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6.1: Russell Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.6.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.6.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.7: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.7: Conduct publicity about Montana destinations worth an advertising equivalency of \$14 million annually. 1.1.2.4.7: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.7: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.7: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.5.2: Custer Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.2: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.3: Geoic Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.3: Geoic Country to target tour operat	seasons.	Tactic		?	?	×
1.1.2.4.5.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.5.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6. Russell Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.6.1: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.6.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.6.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6.5: Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually. 1.1.2.4.7: Yellowstone Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.7: Sincondinate a publicity strategy with private/nonprofit partners, based on target markets and destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.7: Sincondinate and industry trend information to tourism businesses and attractions. 1.1.2.4.7: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7: Conduct publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.7: Conduct publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.5: Custer Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.2: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.3: Glacier Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.3: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoac	destination. Proactively pitch Montana press releases and story ideas to travel media.	_	_	0	<u>†</u>	М
1.1.2.4.5.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6. Russell Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.6.1: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.6.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.6.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6.5: Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually. 1.1.2.4.7: Yellowstone Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.7: The proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.7: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7: Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.7: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.7: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.5.2: Counter Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.2: Country to target tour operators to bring group tours and packaged vacation	· · · · · · · · · · · · · · · · · · ·	1	·	C	C	
seasons. 1.1.2.4.6: Russell Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.6: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.6.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.6.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6.5: Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually. 1.1.2.4.7.7: Vellowstone Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.7.7: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.7.3: Coordinate a publicity workshops for tourism businesses and attractions. 1.1.2.4.7.3: Coordinate a publicity workshops for tourism businesses and attractions. 1.1.2.5.2: Custer Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.2: Foromote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.3: Glacier Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.3: Glacier Country to target tour operators to bring group tours and packaged educational and experiential tours. 1.1.2.5.3: Glacier Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.3: Glacier Country to target tour operators to bring group tours and packaged vacations to Mont		Tactic	,			Х
destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.6.1: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.6.3: Coorduct publicity workshops for tourism businesses and attractions. 1.1.2.4.6.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6.5: Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually. 1.1.2.4.7: Yellowstone Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.7: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.7: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7: Robin Hoover \$1.1.2.4.7: Robin Hoover \$1.1.2.5: Robin Hoo	seasons.	Tactic	_			×
1.1.2.4.6.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.6.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6.5: Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually. 1.1.2.4.7: Yellowstone Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.7.1: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.7.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.5.2.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.2.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.3: Glacier Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.3: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.3: Glacier Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.3: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.3: Promote Montana as an off-peak season destination for group/packaged educational and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.4: Gold West Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4: Gold West Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4: Gold West Country to target tour operators to bring group tours and pac	destination. Proactively pitch Montana press releases and story ideas to travel media.	0	,	?	?	?
1.1.2.4.6.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.4.6.5: Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually. 1.1.2.4.7: Yellowstone Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.7: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.7.3: Coordinate a publicity workshops for tourism businesses and attractions. 1.1.2.4.7.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.5.2: Custer Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.2: Croster Country to target tour operators to bring group tours and packaged educational and experiential tours. 1.1.2.5.3: Glacier Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.3: Glacier Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.3: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.3: Flocus on tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.3: Flocus on tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.3: Flocus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.3: Flocus on tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.3: Glod West Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4: Glod West Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4: Glod West Country to target tour operators to b	·			O	?	
seasons. 1.1.2.4.6.5: Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually. 1.1.2.4.7: Yellowstone Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.7.1: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.7.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.5.2: Custer Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.2.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.3: Glacier Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.3: Glacier Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.3: Fromote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.3: Glacier Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.3: Fromote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.3: Fromote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.3: Fromote Montana as an off-peak season destination for group/packaged educations to Montana. 1.1.2.5.4: Gold West Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4: Fromote Montana as an off-peak season destination for group/packaged educational and Motorcoach Canada, as well as small independent/boutique tour operators.	1.1.2.4.6.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Gayle Fisher	O	?	
\$14 million annually. 1.1.2.4.7: Yellowstone Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.7.1: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.7.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.5.2: Custer Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.2.1: Promote Montana as an off-peak season destination for group/packaged education, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.3.1: Promote Montana as an off-peak season destination for group/packaged educations to Montana. 1.1.2.5.3.1: Promote Montana as an off-peak season destination for group/packaged educations to Montana. 1.1.2.5.3.1: Promote Montana as an off-peak season destination for group/packaged educations to Montana. 1.1.2.5.3.1: Promote Montana as an off-peak season destination for group/packaged education and experiential tours. 1.1.2.5.3.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.3.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.4: Gold West Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4: Gold West Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4: Formote Montana as an off-peak season destination for group/packaged educational and Motorcoach Canada, as well as small independent/boutique tour operators.		Tactic	Gayle Fisher	0	?	
destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.7.1: Disseminate leads and industry trend information to tourism businesses and attractions. 1.1.2.4.7.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.5.2: Custer Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.2.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.2.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.3.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.3.2: Focus on tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.3.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.3.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.3.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.4: Gold West Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4: Fromote Montana as an off-peak season destination for group/packaged educational and Tactic Sarah Bannon ? ? ?		Tactic	Gayle Fisher	0	?	
1.1.2.4.7.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.7.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.5.2: Custer Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.2: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.3: Glacier Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.3.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.3.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.3.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.4: Gold West Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4: Promote Montana as an off-peak season destination for group/packaged educational and Independent/Doutique tour operators. 1.1.2.5.4: Promote Montana as an off-peak season destination for group/packaged educational and Independent/Doutique tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4: Promote Montana as an off-peak season destination for group/packaged educational and Independent/Doutique tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4: Promote Montana as an off-peak season destination for group/packaged educational and Independent/Doutique tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4: Promote Montana as an off-peak season desti		0	Robin Hoover	0	t	L
1.1.2.4.7.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons. 1.1.2.5.2: Custer Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.2.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.2.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.3: Glacier Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.3.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.3.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.3.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.4: Gold West Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4: Promote Montana as an off-peak season destination for group/packaged educational and Independent/Doutique tour operators. 1.1.2.5.4: Promote Montana as an off-peak season destination for group/packaged educational and Independent/Doutique tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4: Promote Montana as an off-peak season destination for group/packaged educational and Independent/Doutique tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4: Promote Montana as an off-peak season destination for group/packaged educational and Independent/Doutique tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4: Promote Montana as an off-peak season destination for group/packaged educational and Independent/Doutique tour operators	1.1.2.4.7.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Robin Hoover	0	?	
seasons. 1.1.2.5.2: Custer Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.2: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.2.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.3: Glacier Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.3: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.3: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.3: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.4: Gold West Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4: Fromote Montana as an off-peak season destination for group/packaged educational and Tactic Sarah Bannon ? ? ?	1.1.2.4.7.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Robin Hoover	0	?	
1.1.2.5.2: Custer Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.2.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.2.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.3: Glacier Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.3: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.3: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.3: Gold West Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4: Gold West Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4: Promote Montana as an off-peak season destination for group/packaged educational and Tactic Sarah Bannon ? ? ?		Tactic	Robin Hoover	Ö	?	
experiential tours. 1.1.2.5.2.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.3: Glacier Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.3.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.3.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.4: Gold West Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4: Promote Montana as an off-peak season destination for group/packaged educational and Tactic Sarah Bannon ? ? ?		0	Nick Mann	?	?	?
1.1.2.5.2.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.3: Glacier Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.3.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.3.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.4: Gold West Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4.1: Promote Montana as an off-peak season destination for group/packaged educational and 1.1.2.5.4.1: Promote Montana as an off-peak season destination for group/packaged educational and 1.1.2.5.4.1: Promote Montana as an off-peak season destination for group/packaged educational and 1.1.2.5.4.1: Promote Montana as an off-peak season destination for group/packaged educational and 1.1.2.5.4.1: Promote Montana as an off-peak season destination for group/packaged educational and		Tactic	Nick Mann	?	?	/
1.1.2.5.3: Glacier Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.3.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.3.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.4: Gold West Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4.1: Promote Montana as an off-peak season destination for group/packaged educational and 1.1.2.5.4.1: Promote Montana as an off-peak season destination for group/packaged educational and 1.1.2.5.4.1: Promote Montana as an off-peak season destination for group/packaged educational and 1.1.2.5.4.1: Promote Montana as an off-peak season destination for group/packaged educational and	1.1.2.5.2.2: Focus on tour operators from the National Tour Association, American Bus Association, and	Tactic	Nick Mann	?	?	×
1.1.2.5.3.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours. 1.1.2.5.3.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.4: Gold West Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4.1: Promote Montana as an off-peak season destination for group/packaged educational and 1.1.2.5.4.1: Promote Montana as an off-peak season destination for group/packaged educational and 1.1.2.5.4.1: Promote Montana as an off-peak season destination for group/packaged educational and 1.1.2.5.4.1: Promote Montana as an off-peak season destination for group/packaged educational and			Racene Friede			
experiential tours. 1.1.2.5.3.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.4: Gold West Country to target tour operators to bring group tours and packaged vacations to Montana. 1.1.2.5.4.1: Promote Montana as an off-peak season destination for group/packaged educational and 1.1.2.5.4.1: Sarah Bannon 2 2 2		-		_		-
Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.4: Gold West Country to target tour operators to bring group tours and packaged vacations to Montana. Sarah Bannon ? ? ? 1.1.2.5.4.1: Promote Montana as an off-peak season destination for group/packaged educational and Tactic Sarah Bannon ? ? ?	experiential tours.	l'actic		J	?	
1.1.2.5.4.1: Promote Montana as an off-peak season destination for group/packaged educational and Tactic Sarah Bannon 2 2 2	Motorcoach Canada, as well as small independent/boutique tour operators.	_		0		
		0		?	?	?
		Tactic	Sarah Bannon	?	?	X

Objective, Strategy, or Tactic	Creation Status	Owner	Revie	ew S	tatus
1.1.2.5.4.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Sarah Bannon	?	?	X
1.1.2.5.5: Missouri River Country to target tour operators to bring group tours and packaged vacations to Montana.	0	Carla Hunsley	?	?	?
1.1.2.5.5.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Carla Hunsley	?	?	X
1.1.2.5.5.2: Focus on tour operators from the National Tour Association, American Bus Association, and	Tactic	Carla Hunsley	?	?	×
Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.6: Russell Country to target tour operators to bring group tours and packaged vacations to Montana.	0	Gayle Fisher	?	?	?
1.1.2.5.6.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Gayle Fisher	•	?	
1.1.2.5.6.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Gayle Fisher	•	?	
1.1.2.5.7: Yellowstone Country to target tour operators to bring group tours and packaged vacations to Montana.	0	Robin Hoover		→	L
1.1.2.5.7.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Robin Hoover	•	?	
1.1.2.5.7.2: Focus on tour operators from the National Tour Association, American Bus Association, and	Tactic	Robin Hoover	?	?	×
Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.3.2.2: Custer Country implement the new Montana tourism brand to enhance the state's image and	0	Nick Mann	?	?	?
message in priority markets. 1.1.3.2.2.1: Encourage tourism and recreation partners in region to incorporate the Montana brand into	(Nick Mann	?	?	×
marketing efforts. 1.1.3.2.3: Glacier Country implement the new Montana tourism brand to enhance the state's image and		Racene Friede	?	?	?
message in priority markets. 1.1.3.2.3.1: Encourage tourism and recreation partners in region to incorporate the Montana brand into		Racene Friede	_	?	\vdash
marketing efforts. 1.1.3.2.4: Gold West Country implement the new Montana tourism brand to enhance the state's image and	_	Sarah Bannon	?	?	?
message in priority markets. 1.1.3.2.4.1: Encourage tourism and recreation partners in region to incorporate the Montana brand into	0	Sarah Bannon			
marketing efforts.	Tactic		?	?	Х
1.1.3.2.5: Missouri River Country implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Carla Hunsley	0	t	М
1.1.3.2.5.1: Encourage tourism and recreation partners in region to incorporate the Montana brand into marketing efforts.	Tactic	Carla Hunsley	?	?	X
1.1.3.2.6: Russell Country implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Gayle Fisher	?	?	?
1.1.3.2.6.1: Encourage tourism and recreation partners in region to incorporate the Montana brand into marketing efforts.	Tactic	Gayle Fisher		?	
1.1.3.2.7: Yellowstone Country implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Robin Hoover	0	→	L
1.1.3.2.7.1: Encourage tourism and recreation partners in region to incorporate the Montana brand into marketing efforts.	Tactic	Robin Hoover	0	?	
1.1.3.3.2: Custer Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	Nick Mann	?	?	?
1.1.3.3.3: Glacier Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	Racene Friede	?	?	?
1.1.3.3.4: Gold West Country conduct educational workshops, presentations, and webinars to build marketing	0	Sarah Bannon	?	?	?
capacity and awareness, and showcase successes, among community and business partners. 1.1.3.3.5: Missouri River Country conduct educational workshops, presentations, and webinars to build		Carla Hunsley	?	?	?
marketing capacity and awareness, and showcase successes, among community and business partners. 1.1.3.3.6: Russell Country conduct educational workshops, presentations, and webinars to build marketing	0	Gayle Fisher	?	?	?
capacity and awareness, and showcase successes, among community and business partners. 1.1.3.3.7: Yellowstone Country conduct educational workshops, presentations, and webinars to build marketing		Robin Hoover		_	ī
capacity and awareness, and showcase successes, among community and business partners. 1.1.4.3.2: Custer Country provide advanced training for Visitor Information Centers (VICs) in its region,		Nick Mann	?	?	?
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers. 1.1.4.3.2.1: Encourage site/service managers to collaborate with each other to provide training/orientation,	_	Nick Mann			_
and to ensure that information provided to travelers is accurate and consistent. 1.1.4.3.2.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible	Tacuc	Nick Mann	?	?	>
1.1.4.3.2.2: VICS STIGUID COORDINATE HOURS/seasons of operation, and consolidate services where possible 1.1.4.3.2.3: MT VICs utilize training resources such as Montana Superhost and the National Association of		Nick Mann	?	?	<u> </u>
Interpretation. 1.1.4.3.3: Glacier Country provide advanced training for Visitor Information Centers (VICs) in its region,	_	Racene Friede	?	?	?
including familiarization fours for state/federal/regional/tribal/local information staff and volunteers. 1.1.4.3.3.1: Encourage site/service managers to collaborate with each other to provide training/orientation,	0	Racene Friede			
and to ensure that information provided to travelers is accurate and consistent. 1.1.4.3.3.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible	Tactic	Racene Friede	?	?	√
1.1.4.3.3.3: MT VICs utilize training resources such as Montana Superhost and the National Association of		Racene Friede	?	?	~
Interpretation. 1.1.4.3.4: Gold West Country provide advanced training for Visitor Information Centers (VICs) in its region,	O	Sarah Bannon	?	?	?
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers. 1.1.4.3.4.1: Encourage site/service managers to collaborate with each other to provide training/orientation,	•	Sarah Bannon		^	
and to ensure that information provided to travelers is accurate and consistent.	Tactic	Sarah Bannon	?	?	
1.1.4.3.4.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible. 1.1.4.3.4.3: MT VICs utilize training resources such as Montana Superhost and the National Association of	Tactic Tactic	Sarah Bannon	?	?	
Interpretation. 1.1.4.3.5: Missouri River Country provide advanced training for Visitor Information Centers (VICs) in its region,	0	Carla Hunsley	?	?	?
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.					<u> </u>

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	iew S	Statu
1.1.4.3.5.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Carla Hunsley	?	?	
1.1.4.3.5.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible and to ensure that information provided to travelers is accurate and consistent.	Tactic	Carla Hunsley	?	?	~
1.1.4.3.5.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Carla Hunsley	0	0	
1.1.4.3.6: Russell Country provide advanced training for Visitor Information Centers (VICs) in its region, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Gayle Fisher	?	?	?
1.1.4.3.6.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Gayle Fisher	8	?	T
1.1.4.3.6.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Gayle Fisher	•	?	
1.1.4.3.6.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Gayle Fisher	0	?	
1.1.4.3.7: Yellowstone Country provide advanced training for Visitor Information Centers (VICs) in its region, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Robin Hoover			·
1.1.4.3.7.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Robin Hoover	0	?	
1.1.4.3.7.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible	Tactic	Robin Hoover	0	?	
1.1.4.3.7.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Robin Hoover		?	
1.2.1.2: Custer Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Nick Mann	?	?	?
1.2.1.2.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Nick Mann	?	?	~
1.2.1.2.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Nick Mann	?	?	×
1.2.1.3: Glacier Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Racene Friede	?	?	?
1.2.1.3.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Racene Friede	?	?	~
1.2.1.3.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build	Tactic	Racene Friede	•	?	
tourism awareness. 1.2.1.4: Gold West Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Sarah Bannon	?	?	?
1.2.1.4.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being	Tactic	Sarah Bannon	?	?	1
addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks). 1.2.1.4.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build	Tactic	Sarah Bannon	?	?	+-
tourism awareness. 1.2.1.5: Missouri River Country build awareness through publicity efforts about the new Montana Tourism Charter	; _	Carla Hunsley	_		-
geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0		O	1	M
1.2.1.5.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Carla Hunsley	?	?	
1.2.1.5.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Carla Hunsley	?	?	
1.2.1.6: Russell Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Gayle Fisher	?	?	?
1.2.1.6.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Gayle Fisher	0	?	1
1.2.1.6.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Gayle Fisher	•	?	+
1.2.1.7: Yellowstone Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Robin Hoover	0	→	L
1.2.1.7.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being	Tactic	Robin Hoover	?	?	t
addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks). 1.2.1.7.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build	Tactic	Robin Hoover	?	?	H
tourism awareness. 1.2.2.2: Custer Country provide concise, visual briefings and presentations to policy makers and business groups		Nick Mann	?	?	?
about Montana tourism issues and benefits. 1.2.2.2.1: Distribute tourism data to local chambers of commerce and organization leaders to share with	Tactic	Nick Mann	?	?	
members, constituents and elected officials. 1.2.2.2.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Nick Mann	?	?	~
1.2.2.2.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Nick Mann	?	?	-
1.2.2.2.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Nick Mann	?	?	
1.2.2.3: Glacier Country provide concise, visual briefings and presentations to policy makers and business groups	0	Racene Friede	?	?	Ť.
about Montana tourism issues and benefits. 1.2.2.3.1: Distribute tourism data to local chambers of commerce and organization leaders to share with	Tactic	Racene Friede	?	?	
members, constituents and elected officials. 1.2.2.3.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Racene Friede		?	•
1.2.2.3.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Racene Friede	?	?	v
1.2.2.3.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature,	Tactic	Racene Friede	?	?	T,

and in measuring the impact of the event on legislator's awareness of flourism staces. 1.2.4.6 GaV the School of the event on legislator's awareness of flourism staces. 1.2.4.6 Surpositions conceived. 1.2.4.1 Surpositions have detected officials. 1.2.4.2 Surpositions have detected officials. 1.2.4.3 Surpositions have detected officials. 1.2.4.4 Support the Travel Industry Association of Mortrain is promoting for surpositions and events. 1.2.5.5 Industrial Industrial Surpositions and events. 1.2.5.5 Industrial Industrial Surpositions and Surpositions to elected officials and MTRI agency directors. 1.2.5.5 Industrial Industrial Surpositions and Surpositions of Surpositions and Surpositio	Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Sta
groups about Montana tourism issues and benefits. 1.2.2.4.1. Stribution tourism date to local drambters of commerce and organization leaders to share with members, constituents and elected officials. 1.2.2.4.2. Support the Travel Industry Association of Montana in spoosoring Tourism Day at the Legislature, and in measuring the Impact of the event on legislator's awareness of fourism issues. 1.2.2.5. Discouli River Country provide concise, visual briefings and presentations to policy makers and business groups about Montana for the event on legislator's awareness of fourism issues. 1.2.2.5. Discouli River Country provide concises, visual briefings and presentations to policy makers and business groups about Montana fourism states. 1.2.2.5. Tourishue tourism state is occurred commerce and organization leaders to share with provided tourism states. 1.2.2.5. Tourishue tourism states and benefits. 1.2.2.5. Spand e-mail communications to leaded officials and RTRI agency directors. 1.2.2.6. Spand e-mail communications to leaded officials and RTRI agency directors. 1.2.2.6. Spand e-mail communications to leaded officials and RTRI agency directors. 1.2.2.6. Excend country provide concise, visual briefings and presentations to policy makers and business groups about Montana in spoosomer, Tourism Day at the Legislature, and in measuring the impact of the event on legislator's awareness of fourism issues. 1.2.2.6. Excend e-mail communications to elected officials and RTRI agency directors. 1.2.2.6. Excend e-mail communications to elected officials and RTRI agency directors. 1.2.2.6. Excend e-mail communications to elected officials and RTRI agency directors. 1.2.2.6. Excend e-mail communications to elected officials and RTRI agency directors. 1.2.2.6. Excend e-mail communications to elected officials and RTRI agency directors. 1.2.2.6. Excend e-mail communications to elected officials and RTRI agency directors. 1.2.2.7. Tourishue tourish and the second e-mail and an excending and events. 1.2.2.7. Tourishu	and in measuring the impact of the event on legislators' awareness of tourism issues.					Τ
1.2.2.4.1 Distribute tourism date to local chambers of commerce and organization leaders to share with members, constituents and elected officials. 1.2.2.4.2 Constituents and elected officials. 1.2.2.4.2 Constituents and elected officials. 1.2.2.5.1 Biogram (Park 1997) Provides constituents and large provides officials and IRTs agency reactions. 1.2.2.6.1 Biogram (Park 2004) Provides constituents and large provides on the large provides of the event on legislators' awareness of lourient issues. 1.2.2.6.1 Biogram (Park 2004) Provides constituents and benings and presentations to policy makers and business groups about Montrana tourism issues and benefits. 1.2.2.6.2 Conduct outereach at state, regional, and local meetings and events. 1.2.2.6.2 Conduct outereach at state, regional, and local meetings and events. 1.2.2.6.3 Export the Travel Industry Association of Montrana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislator's awareness of tourism issues. 1.2.2.6.3 Export the Travel Industry Association of Montrana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislator's awareness of tourism issues. 1.2.2.6.3 Export the Travel Industry Association of Montrana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislator's awareness of tourism issues. 1.2.2.6.3 Export the Travel Industry Association of Montrana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislator's awareness of tourism issues. 1.2.2.6.3 Export the Travel Industry Association of Montrana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislator's awareness of tourism issues. 1.2.2.6.1 Export the Travel Industry Association of Montrana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislator's awareness of tourism issues. 1.2.2.7.2 Exports Deport the Travel Industry Associa		0	Sarah Bannon	?	?	
members, constitutions and sected conceils. 1.2.2.4. Support the Trivel Industry Association of Montans in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislator's awareness of tourism issues. 1.2.2.5.1 Distribute tourism date to local chambers of commerce and organization leaders to share with Tactic Sarah Bannon ? ? 1.2.2.5.1 Distribute tourism states. 1.2.2.5.1 Distribute tourism date to local chambers of commerce and organization leaders to share with Tactic Sarah Bannon ? ? 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2.	1.2.2.4.1: Distribute tourism data to local chambers of commerce and organization leaders to share with	Tactic	Sarah Bannon	?	?	t
1.2.2.4.3. Send e-mail communications to elected officials and RTRI agency arectors. 1.2.2.4.5. Export the Travel floridary Association of Mortana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of flourism issues. 1.2.2.5.1. Export floridary and the event on legislators' awareness of flourism issues. 1.2.2.5.1. Export the Travel floridary and presentations to policy makers and business the process of the control of the event on legislators' awareness of flourism issues. 1.2.2.5.2. Conduct outseach at state, regional, and local meetings and events. 1.2.2.5.2. Export the Travel floridary awareness of flourism issues. 1.2.2.5.2. Export the Travel floridary Association of Mortana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of flourism issues. 1.2.2.5.2. Export the Travel floridary Association of Mortana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of flourism issues. 1.2.2.6. Export the Travel floridary Association of Mortana in a sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of flourism issues. 1.2.2.6. Export the Travel floridary Association of Mortana in a sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of flourism issues. 1.2.2.6. Export the Travel floridary Association of Mortana in apposition leaders to share with a sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of flourism issues. 1.2.2.7. Yellowstone Guorism issues and benefits. 1.2.2.7. Yellowstone Guorism issues and benefits. 1.2.2.7. Export the Travel Industry Association of Mortana in apposition flourism issues and benefits. 1.2.2.7. Export the Travel Industry Association of Mortana in apposition floridary and the Legislature, and in measuring the impact of the event o			0 1 0			+
1.2.2.4.4 Support the Travel Industry Association of Mortana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislature's awareness of fuorism issues. 1.2.2.5.1 Distribute tourism date to local chambers of commerce and organization leaders to share with functional travels. 1.2.2.5.1 Distribute tourism date to local chambers of commerce and organization leaders to share with functional travels. 1.2.2.5.2 Distribute tourism date to local chambers of commerce and organization leaders to share with functional travels. 1.2.2.5.1 Distribute tourism date to local chambers of commerce and organization leaders to share with functional measuring the impact of the event on legislators' awareness of location issues. 1.2.2.5.1 Sponsor the Travel Industry Association of Mortana in appointing Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of location issues. 1.2.2.5.1 Sponsor the Travel Industry Association of Mortana in Sponsoring Tourism Day at the Legislature, and in receivable and state of the event on legislators' awareness of location issues. 1.2.2.5.1 Sponsor the Travel Industry Association of Mortana in Sponsoring Tourism Day at the Legislature, and in receivable and state of the event on legislators' awareness of location issues. 1.2.2.5.2 Sponsor the Travel Industry Association of Mortana in Sponsoring Tourism Day at the Legislature, and in receivable and the second of Mortana in Sponsoring Tourism Day at the Legislature, and in receivable in the second of Mortana in sponsoring Tourism Day at the Legislature, and in receivable in the properties areas. 1.2.2.7.1 Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituted and elected officials and MTRI agency directors. 1.2.2.7.2 Sponsoritumes and elected officials and MTRI agency directors. 1.2.2.7.3 Sponsoritumes and elected officials and MTRI agency directors. 1.2.2.7.4 Support the Travel Industry Associati						+
and in measuring the impact of the event on legislators' awareness of tourism issues. 1.2.5.6. Storshifted Starting Sta	v ,	Tactic		1		+
groups about Montana tourism issues and benefits. 1.22.5.1 Steinblutze Lourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials. 1.22.5.2 Conduct outreach at state, regional, and local meetings and events. 1.22.5.3 Send e-mail communications to elected officials and MTRI agency directors. 1.22.5.3 Send e-mail communications to elected officials and MTRI agency directors. 1.22.5.4 Support the Travel industry Association of Montana in sponsoring Tourism Day at the Legislature, and the send to the event of regislators waveress of lourism issues. 1.22.6.1 Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials. 1.22.6.2 Conduct outreach at state, regional, and local meetings and events. 1.22.6.3 Support the Travel industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators waveress of tourism sizes. 1.22.6.3 Support the Travel industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators waveress of tourism sizes. 1.22.7.1 Distribute tourism data to local chambers of commerce and organization leaders to share with process of the event of legislators waveress of tourism sizes. 1.22.7.2 Support the Travel industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators waveress of tourism sizes. 1.22.7.3 Send e-mail communications to elected officials and MTRI agency directors. 1.22.7.4 Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and the legislature and the	and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Saran Bannon	?	?	
members, constituents and elected officials. 1.22.5.3. Send e-mail communications to elected officials and MTRI agency directors. 7.2.6.1.2.5.3. Send e-mail communications to elected officials and MTRI agency directors. 7.2.6.1.2.5.3. Send e-mail communications to elected officials and MTRI agency directors. 7.2.6.2.1.2.5.3. Send e-mail communications to elected officials and MTRI agency directors. 7.2.6.1.2.5.6.1.2.5		0	Carla Hunsley	?	?	
1.22.5.2 Conduct outreach at state, regional, and local meetings and events. 1.22.5.4 Support the Travel Industry Association of Mortana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislator's awareness of tourism issues. 1.22.5.4 Support the Travel Industry Association of Mortana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislator's awareness of tourism issues. 1.22.6.1 Distribute tourism date to local chambers of commerce and organization leaders to share with members, constituents and elected officials. 1.22.6.2 Conduct outreach at state, regional, and local meetings and events. 1.22.6.3 Support the Travel Industry Association of Mortana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislator's awareness of tourism issues. 1.22.7 Feltowatore Country provide contains, deal briefings and presentations to policy makers and business. □ 1.22.7 Feltowatore Country provide contains, deal briefings and presentations to policy makers and business. □ 1.22.7 Feltowatore Country provide contains, deal briefings and presentations to policy makers and business. □ 1.22.7 Feltowatore Country provide contains, deal briefings and presentations to policy makers and business. □ 1.22.7 Feltowatore Country provide contains, deal briefings and presentations to policy makers and business. □ 1.22.7 Feltowatore Country provide contains, deal briefings and presentations to policy makers and business. □ 1.22.7 Feltowatore Country provide contains, deal briefings and presentations to policy makers and business. □ 1.22.7 Feltowatore Country provide contains. □ 1.22.7 Feltowatore Country provide contains. □ 1.22.7 Feltowatore Country deuted as to local chambers of country elected feltoms. □ 1.22.7 Feltowatore Country deuted as to local chambers of tourism insues. □ 1.22.7 Feltowatore Country deuted as to local chambers of tourism insues. □ 1.22.7 Feltowatore Country deuted as to lo		Tactic	Carla Hunsley			Ī
1.2.2.6.4 Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislator's awareness of tourism issues. 1.2.2.6.1 Sustribute tourism data to local chambers of commerce and organization leaders to share with monthers, constituents and elected officials. 1.2.2.6.2 Conduct outreach at state, regional, and local meetings and events. 1.2.2.6.3 Spade − mail communications to lected officials and MTRI agency directors. 1.2.2.6.3 Spade − mail communications to lected officials and MTRI agency directors. 1.2.2.6.3 Spade − mail communications to lected officials and MTRI agency directors. 1.2.2.6.4 Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislator's awareness of tourism issues. 1.2.2.7.1 Spade − mail communications to related officials and MTRI agency directors. 1.2.2.7.2 Conduct outreach at state, regional, and local meetings and presentations to policy makers and business groups about Montana tourism issues and banelist. 1.2.2.7.3 Spade ← mail communications to related officials and MTRI agency directors. 1.2.2.7.3 Spade ← mail communications to related officials and MTRI agency directors. 1.2.2.7.4 Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislator's awareness of tourism issues. 1.3.1.2 Custer Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use therelogy to recount a problem of the event on legislator's awareness of tourism issues. 1.3.1.3.1 Include GPS coordinates on trail maps to assist visitors. 1.3.1.3.2 Include GPS coordinates on trail maps to assist visitors. 1.3.1.3.3 Include GPS coordinates on trail maps to assist visitors. 1.3.1.3.1 Incorporate responsible use metrical at all visitor centers annually. 1.3.1.3.2 Include GPS coord	·	Tactic	Carla Hunsley			1
and in measuring the impact of the event on legislators' awareness of tourism issues. 1.2.6.6. Its self-condex or the self-definition of the condex size of the self-grain and presentations to policy makers and business groups about Montana tourism issues and benefits. 1.2.6.1. Substitute fourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials. 1.2.6.3. Send-e-mail communications to elected officials and MTRI agency directors. 1.2.6.3. Send-e-mail communications to elected officials and MTRI agency directors. 1.2.6.3. Send-e-mail communications to elected officials and MTRI agency directors. 1.2.6.3. Send-e-mail communications to elected officials and MTRI agency directors. 1.2.6.4. Support the Travel inclustry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues. 1.2.6.7. Yellowstone Country provide concise, wisuab briefings and presentations to policy makers and business groups about Montana tourism issues and benefits. 1.2.6.7. Substitute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials. 1.2.6. The substitute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials and MTRI agency directors. 1.2.2.7.3 Send-e-mail communications to elected officials and MTRI agency directors. 1.2.2.7.3 Legislature, and in measuring the impact of the event on legislators' awareness of tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism particular tourism and the proper control of the event on legislators' awareness of tourism particular tourism and the proper control of the event on legislators' awareness of tourism particular tourism and the proper control of the event on legislators' awareness of tourism particular tourism and the proper control	1.2.2.5.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Carla Hunsley	?	?	t
1.2.2.6.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials. 1.2.2.6.2: Conduct outreach at state, regional, and local meetings and events. 1.2.2.6.3: Sender -mail communications to leated officials and MTRI agency directors. 1.2.2.6.3: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues. 1.2.2.6.3: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues. 1.2.2.7: Vellowstone Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits. 1.2.2.7: Sometime tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials and MTRI agency directors. 1.2.2.7: Sometime tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials and MTRI agency directors. 1.2.2.7.3: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislator's awareness of tourism issues. 1.3.1.2: Custer Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use itschnology to enough generation in sponsoring Tourism Day at the Legislature, and the public and private lands, and use itschnology to enough generation in sponsoring residents. 1.3.1.2: Custer Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use all visitor centres annually. 1.3.1.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.4: Incorporate responsible use materials at all visitor cent	1.2.2.5.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature,	Tactic	Carla Hunsley	?	?	1
1.22.6.3 (Support the Travel data to local chambers of commerce and organization leaders to share with members, constituents and elected officials. 1.22.6.3 (Sende -mail communications to elected officials and MTRI agency directors. 1.22.6.3 (Sende -mail communications to elected officials and MTRI agency directors. 1.22.6.3 (Sende -mail communications to elected officials and MTRI agency directors. 1.22.6.3 (Sende -mail communications to elected officials and MTRI agency directors. 1.22.6.3 (Sende -mail communications to elected officials and MTRI agency directors. 1.22.6.7 (Sende -mail communications to elected officials and MTRI agency directors. 1.22.7.7 (Sende -mail communications to elected officials and MTRI agency directors. 1.22.7.7 (Sende -mail communications to elected officials and MTRI agency directors. 1.22.7.3 (Sende -mail communications to elected officials and MTRI agency directors. 1.22.7.3 (Sende -mail communications to elected officials and MTRI agency directors. 1.22.7.3 (Sende -mail communications to elected officials and MTRI agency directors. 1.22.7.4 (Sende -mail communications to elected officials and MTRI agency directors. 1.22.7.5 (Sende -mail communications to elected officials and MTRI agency directors. 1.22.7.6 (Sende -mail communications to elected officials and MTRI agency directors. 1.22.7.7 (Sende -mail communications to elected officials and MTRI agency directors. 1.22.7.7 (Sende -mail communications to elected officials and MTRI agency directors. 1.22.7.7 (Sende -mail communications to elected officials and MTRI agency directors. 1.22.7.7 (Sende -mail communications to elected officials and elected officials an		-	Gayle Fisher	?	?	4
members, constituents and elected officials. 1.2.2.6.3 : Conduct outreach at state, regional, and local meetings and events. 1.2.2.6.3 : Send e-mail communications to elected officials and MTRI agency directors. 1.2.2.6.4 : Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators awareness of tourism lissues. 1.2.2.7.1 **Cinovasina Country provide concise, visual briefings and presentations to policy makers and business on the country provide concise, visual briefings and presentations to policy makers and business. 1.2.2.7.1 **Cinovation Country provide concise, visual briefings and presentations to policy makers and business on the country provide concise, visual briefings and presentations to policy makers and business. 1.2.2.7.1 **Cinovation Country provide concise, visual briefings and presentations to policy makers and business. 1.2.2.7.2 **Conduct outreach at state, regional, and local meetings and events. 1.2.2.7.3 **Send e-mail communications to elected officials and MTRI agency directors. 1.2.2.7.3 **Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators awareness of tourism issues. 1.3.1.2 **Custer Country educate Montana wistors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.2.1 **Incorporate responsible use materials at all visitor centers annually. 1.3.1.2.2 **Distribute responsible use materials at all visitor centers annually. 1.3.1.3.1 **Incorporate responsible use materials at all visitor centers annually. 1.3.1.3.2 **Custer Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.3.1 **Incorporate responsible use materials at all visitor cente		_	Gayle Fisher			4
1.2.2.6.3: Send e-mail communications to elected officials and MTRI agency directors. 1.2.2.6.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues. 1.2.2.7: Vellowstone Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and berefield. 1.2.2.7.1: Distribute tourism data to local chambers of commerce and organization leaders to share with meaning. Sonotherism and elected officials. 1.2.2.7.2: Conduct outleach at states, regional, and local meetings and events. 1.2.2.7.3: Sand-e-mail communications to elected officials and MTRI agency directors. 1.2.2.7.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues. 1.3.1.2: Custer Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.2: Distribute responsible use mesterials at all visitor centers annually. 1.3.1.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.3: Glacier Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.3: Incorporate responsible use mesterials at all visitor centers annually. 1.3.1.3: Glacier Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.3: Enclude GPS coordinates on trail maps to assist visitors. 1.3.1.4: Citicupporate responsible use mesterials at all visitor centers annually. 1.3.1.4: Distribute responsible use mesterials at all visitor centers annually.	members, constituents and elected officials.		•	?		
1.2.2.8.4. Support the Travel Industry Association of Mentana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislature's variences of tourism issues. 1.2.2.7.1 Eletribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials. 1.2.2.7.1. Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials and MTR1 agency directors. 1.2.2.7.2. Conduct outreach at state, regional, and local meetings and events. 1.2.2.7.3. Send -mail communications to elected officials and MTR1 agency directors. 1.2.2.7.4. Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues. 1.3.1.2. Circlic Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.3.1.1. Incorporate responsible use materials at all visitor centers annually. 1.3.1.2.3. include GPS coordinates on trail maps to assist visitors. 1.3.1.3.1. incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.3.2. Distribute responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.3.1. incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.3.2. Distribute responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.3.2. Distribute responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.3.2. Distribute responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.3.2. Distribute respo		Tactic		O	?	
and in measuring the impact of the event on legislators' awareness of tourism issues. 1.2.2.77. Eliostribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials. 1.2.2.73. Send e-mail communications to elected officials and MTRI agency directors. 1.2.2.74. Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues. 1.3.1.2. Custer Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.2.1. Incorporate responsible use materials at all visitor centers annually. 1.3.1.2. Substitute responsible use materials at all visitor centers annually. 1.3.1.3. Include GPS coordinates on trail maps to assist visitors. 1.3.1.3. Include GPS coordinates on trail maps to assist visitors. 1.3.1.3. Include GPS coordinates on trail maps to assist visitors. 1.3.1.3. Include GPS coordinates on trail maps to assist visitors. 1.3.1.3. Include GPS coordinates on trail maps to assist visitors. 1.3.1.3. Include GPS coordinates on trail maps to assist visitors. 1.3.1.3. Include GPS coordinates on trail maps to assist visitors. 1.3.1.3. Include GPS coordinates on trail maps to assist visitors. 1.3.1.3. Include GPS coordinates on trail maps to assist visitors. 1.3.1.3. Include GPS coordinates on trail maps to assist visitors. 1.3.1.3. Include GPS coordinates on trail maps to assist visitors. 1.3.1.3. Include GPS coordinates on trail maps to assist visitors. 1.3.1.3. Include GPS coordinates on trail maps to assist visitors. 1.3.1.3. Include GPS coordinates on trail maps to assist visitors. 1.3.1.3. Include GPS coordinates on trail maps to assist visitors. 1.3.1.3. Include GPS coordinates on trail maps to assist visitors. 1.3.1.3. Include GPS coordinates on trail maps to assist visitors. 1.3.1	1.2.2.6.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Gayle Fisher	?	?	1
1.2.2.7.1 yellowstone Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits. 1.2.2.7.1.1 Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials. 1.2.2.7.2.2. Conduct outreach at state, regional, and local meetings and events. 1.2.2.7.3. Syaport the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislator's awareness of bourism issues. 1.3.1.2.1 Custor Country educate Montana visitors, suppliers, and residents bout ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.2.1 Incorporate responsible use massages and geotourism ethics into tourism marketing publications and velo sites by 2009. 1.3.1.3.2.3 include GPS coordinates on trail maps to assist visitors. 1.3.1.3.1.1 incorporate responsible use materials at all visitor centers annually. 1.3.1.3.1.1.1 incorporate responsible use materials at all visitor centers annually. 1.3.1.3.1.1 incorporate responsible use materials at all visitor centers annually. 1.3.1.3.1.1 incorporate responsible use materials at all visitor centers annually. 1.3.1.3.1.1 incorporate responsible use materials at all visitor centers annually. 1.3.1.3.1.1 incorporate responsible use materials at all visitor centers annually. 1.3.1.3.1.1 incorporate responsible use materials at all visitor centers annually. 1.3.1.3.1.1 incorporate responsible use materials at all visitor centers annually. 1.3.1.3.1.1 incorporate responsible use materials at all visitor centers annually. 1.3.1.3.1.1 incorporate responsible use materials at all visitor centers annually. 1.3.1.3.1.1 incorporate responsible use materials at all visitor centers annually. 1.3.1.3.1.1 include GPS coordinates on trail maps to assist visitors. 1.3.1.3.1 include GPS coordinates on trail maps to a		Tactic	Gayle Fisher	?	?	1
1.22.7.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials. 1.22.7.2: Conduct outreach at state, regional, and local meetings and events. 7actic Robin Hoover 7actic 7actic Robin Hoover 7actic 7actic Robin Hoover 7actic 7actic Robin Hoover 7actic 7actic Robin Hoover 7a	1.2.2.7: Yellowstone Country provide concise, visual briefings and presentations to policy makers and business	0	Robin Hoover		1	1
members, constituents and elected officials. 1.2.2.7.3: Send e-mail communications to elected officials and MTRI agency directors. 1.2.2.7.4: Support the Trevial Industry. Association of Montara is sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of fourism issues. 1.3.1.2: Custer Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.2: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and veb sites by 2009. 1.3.1.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.3: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and veb sites by 2009. 1.3.1.3: Claster Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.3: Incorporate responsible use materials at all visitor centers annually. 1.3.1.4: Incorporate responsible use materials at all visitor centers annually. 1.3.1.4: Incorporate responsible use materials at all visitor centers annually. 1.3.1.5: Distribute responsible use materials at all visitor centers annually. 1.3.1.6: Old West Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.5: Incorporate responsible use materials at all visitor centers annually. 1.3.1.6: Distribute responsible use materials at all visitor centers annually. 1.3.1.6: Distribute responsible use measages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.6: Distribute responsible use measages and geotourism ethics into tourism market		_	Robin Hoover	_	2	+
1.2.2.7.3: Send e-mail communications to elected officials and MTRI agency directors. 1.2.2.7.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues. 1.3.1.2: Custer Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.2.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.2.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.3: Distribute responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.3: Distribute responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.3: Distribute responsible use materials at all visitor centers annually. 1.3.1.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.4: Gold West Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.4: Incorporate responsible use massages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.4: Include GPS coordinates on trail maps to assist visitors. 1.3.1.5: Include GPS coordinates on trail maps to assist visitors. 1.3.1.6: Include GPS coordinates on trail maps to assist visitors. 1.3.1.6: Incorporate responsible use materials at all visitor centers annually. 1.3.1.6: Racene Friede 2. Carla Hunsley 2. Tactic 2. Carla Hunsley 3. Tactic 3. Factic 3. Factic 3. Gayle Fisher 3	members, constituents and elected officials.		Pohin Hoover	\sim		4
1.2.2.7.4. Support the Travel Industry Association of Montane in sponsoring Tourism Day at the Legislature, and in measuring the Impact of the event on legislators' awareness of tourism issues. 1.3.1.2. Cluster Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.2.1. Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.2.2. Distribute responsible use materials at all visitor centers annually. 1.3.1.3. Clacier Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.3.1.3. Include GPS coordinates on trail maps to assist visitors. 1.3.1.3. Solicide Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.3. Include GPS coordinates on trail maps to assist visitors. 1.3.1.4.1. Footproare responsible use materials at all visitor centers annually. 1.3.1.4.2. Distribute responsible use materials at all visitor centers annually. 1.3.1.4.2. Distribute responsible use materials at all visitor centers annually. 1.3.1.4.3. Include GPS coordinates on trail maps to assist visitors. 1.3.1.4.1. Incorporate responsible use materials at all visitor centers annually. 1.3.1.4.2. Distribute responsible use materials at all visitor centers annually. 1.3.1.4.2. Distribute responsible use materials at all visitor centers annually. 1.3.1.4.2. Distribute responsible use materials at all visitor centers annually. 1.3.1.4.2. Distribute responsible use materials at all visitor centers annually. 1.3.1.5. Missouri River Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use te		+		\vee		4
and in measuring the impact of the event on legislators' awareness of tourism issues. 1.3.1.2 custer Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.2.1 incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.2.2 include GPS coordinates on trail maps to assist visitors. 1.3.1.3 Glacier Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.3.1 incorporate responsible use materials at all visitor centers annually. 1.3.1.3.2 Distribute responsible use materials at all visitor centers annually. 1.3.1.3.3 include GPS coordinates on trail maps to assist visitors. 1.3.1.4.1 incorporate responsible use materials at all visitor centers annually. 1.3.1.3.3 include GPS coordinates on trail maps to assist visitors. 1.3.1.4.1 incorporate responsible use materials at all visitor centers annually. 1.3.1.4.2 Distribute responsible use materials at all visitor centers annually. 1.3.1.4.2 Distribute responsible use materials at all visitor centers annually. 1.3.1.4.3 include GPS coordinates on trail maps to assist visitors. 1.3.1.4.1 incorporate responsible use materials at all visitor centers annually. 1.3.1.4.2 Distribute responsible use materials at all visitor centers annually. 1.3.1.4.2 Distribute responsible use materials at all visitor centers annually. 1.3.1.4.3 include GPS coordinates on trail maps to assist visitors. 1.3.1.5 include GPS coordinates on trail maps to assist visitors. 1.3.1.5 include GPS coordinates on trail maps to assist visitors. 1.3.1.5 incorporate responsible use materials at all visitor centers annually. 1.3.1.6 incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.	1.2.2.7.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Robin Hoover	O	?	
1.3.1.2: Custer Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.2: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.2.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.3: Glacier Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.3: Incorporate responsible use materials at all visitor centers annually. 1.3.1.4: Glob West Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.4: Glob West Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.4: Incorporate responsible use materials at all visitor centers annually. 1.3.1.4: Incorporate responsible use materials at all visitor centers annually. 1.3.1.4: Incorporate responsible use materials at all visitor centers annually. 1.3.1.4: Incorporate responsible use materials at all visitor centers annually. 1.3.1.4: Sold West Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.5: Missouri River Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6: Lincorporate responsible use materials at all visitor centers annually. 1.3.1.6: Carla Hunsley 1.3.1.6: Carla Hunsley 1.3.1.6: Carla Hunsley 1.3.1.7: Vellowstone Country educat		Tactic	Robin Hoover		?	
1.3.1.2.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.2.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.3: Glaciter Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.3: Incorporate responsible use materials at all visitor centers annually. 1.3.1.3.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.3.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.4.1: Roid West Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.4.1: Incorporate responsible use materials at all visitor centers annually. 1.3.1.4.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.4.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.4.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.5: Missouri River Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.5: Incorporate responsible use materials at all visitor centers annually. 1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.5: Incorporate responsible use materials at all visitor centers annually. 1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6: Distribute responsible use materials at all visitor centers annually. 1.3.1	1.3.1.2: Custer Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on	0	Nick Mann	?	?	-
and web sites by 2009. 1.3.1.2.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.3: Glacier Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.3: Distribute responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.3: Distribute responsible use materials at all visitor centers annually. 1.3.1.4: Gold West Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.4: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.4: Include GPS coordinates on trail maps to assist visitors. 1.3.1.4: Distribute responsible use materials at all visitor centers annually. 1.3.1.5: Missouri River Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.5: Incorporate responsible use materials at all visitor centers annually. 1.3.1.5: Distribute responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.5: Distribute responsible use materials at all visitor centers annually. 1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6: Russell Country educate Montana visitors, suppliers and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6: Russel			Nick Mann		_	٦
1.3.1.2.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.3: Glacier Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.3: Distribute responsible use materials at all visitor centers annually. 1.3.1.3: Distribute responsible use materials at all visitor centers annually. 1.3.1.3: Distribute responsible use materials at all visitor centers annually. 1.3.1.4: Gold West Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.4: Incorporate responsible use materials at all visitor centers annually. 1.3.1.4: Distribute responsible use materials at all visitor centers annually. 1.3.1.4: Distribute responsible use materials at all visitor centers annually. 1.3.1.5: Missouri River Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.5: Li corporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.5: Distribute responsible use materials at all visitor centers annually. 1.3.1.5: Incorporate responsible use materials at all visitor centers annually. 1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibi	and web sites by 2009.	Tactic	THOR WIGHT	?	?	
1.3.1.3: Glacier Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.3:1: Incorporate responsible use materials at all visitor centers annually. 1.3.1.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.4: Gold West Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.4: Incorporate responsible use materials at all visitor centers annually. 1.3.1.4: Incorporate responsible use materials at all visitor centers annually. 1.3.1.4: Incorporate responsible use materials at all visitor centers annually. 1.3.1.4: Incorporate responsible use materials at all visitor centers annually. 1.3.1.4: Incorporate responsible use materials at all visitor centers annually. 1.3.1.5: Missouri River Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.5: Incorporate responsible use materials at all visitor centers annually. 1.3.1.5: Distribute responsible use materials at all visitor centers annually. 1.3.1.5: Distribute responsible use materials at all visitor centers annually. 1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6: R	1.3.1.2.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Nick Mann	?	?	
1.3.1.3.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.3.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.3.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.3.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.4: Gold West Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.4.1: Incorporate responsible use materials at all visitor centers annually. 1.3.1.4.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.4.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.5. Missouri River Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.5.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.5.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.5.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.5.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.5.1: Incorporate responsible use materials at all visitor centers annually. 1.3.1.5.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.5.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.5.1: Incorporate responsible use materials at all visitor centers annually. 1.3.1.5.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.5.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.5.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.5.2: Distribute responsible use materials at all visitor c	1.3.1.2.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Nick Mann	?	?	
1.3.1.3.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.3.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.3.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.4: Gold West Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.4.2: Distribute responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.4.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.4.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.5: Missouri River Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.5: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.5: Distribute responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.5: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.6: Racene Friede ? ? 2 carla Hunsley ? ? 2 carla Hunsley ? ? 1.3.1.6: Carla Hunsley ? ? 1.3.1.6: Carla Hunsley ? ? 1.3.1.6: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.6: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.6: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.7: Vellowstone Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encour		0	Racene Friede	?	?	
1.3.1.3.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.3.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.3.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.4: Gold West Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.4.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.4.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.4.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.5: Missouri River Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.5: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.5: Distribute responsible use materials at all visitor centers annually. 1.3.1.6: Raussell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6: Incorporate responsible use materials at all visitor centers annually. 1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.7: Yellowstone Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.7: Incorporate responsible use materials at all visitor centers annu		Tactic	Racene Friede	2	2	1
1.3.1.3.3 Include GPS coordinates on trail maps to assist visitors. 1.3.1.4: Gold West Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.4.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.4.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.5.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.5.2: Distribute responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.5.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.5.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.6.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.6.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.6.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.6.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.6.2: Distribute responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.6.2: Distribute responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.6.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.7: Vellowstone Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.7: Incorporate responsible use materials at all visitor centers annually. 1.3.1.7: Distribute responsible use materials at all visitor centers annually. 1.3.1.7: Incorporate responsible use	,		Doggan Friedo			4
1.3.1.4: Gold West Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.4.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.4.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.5: Missouri River Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.5: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.5: Distribute responsible use materials at all visitor centers annually. 1.3.1.5: Distribute responsible use materials at all visitor centers annually. 1.3.1.6: Include GPS coordinates on trail maps to assist visitors. 1.3.1.6: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.6: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.6: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.6: Incorporate responsible use materials at all visitor centers annually. 1.3.1.6: Incorporate responsible use materials at all visitor centers annually. 1.3.1.7: Yellowstone Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.7: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.7: Distribute responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.7: Incorporate responsible use materials at	· · · · · · · · · · · · · · · · · · ·			?		_
on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.4.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.4.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.5.1: Missouri River Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.5.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.5.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.5.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6: Distribute responsible use materials at all visitor centers annually. 1.3.1.6: Distribute responsible use materials at all visitor centers annually. 1.3.1.7: Yellowstone Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.7.1: Incorporate responsible use materials at all visitor centers annually. 1.3.1.7: Distribute responsible use materials at all visitor centers annually. 1.3.1.7: Distribute responsible use materials at all visitor centers annually. 1.3.1.7: Distrib	·	Tactic	Racene Friede		?	
1.3.1.4.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.4.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.4.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.5: Missouri River Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.5: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.5: Distribute responsible use materials at all visitor centers annually. 1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6: Incorporate responsible use materials at all visitor centers annually. 1.3.1.6: Distribute responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.6: Distribute responsible use materials at all visitor centers annually. 1.3.1.6: Gayle Fisher 2		0	Sarah Bannon	?	?	
1.3.1.4.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.4.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.5: Missouri River Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.5.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.5.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.6.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.6.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.6.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.6.1: Incorporate responsible use materials at all visitor centers annually. 1.3.1.6.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.6.2: Distribute responsible use materials at all visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.7.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.7.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.7.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS co	1.3.1.4.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications	Tactic	Sarah Bannon	?	?	-
1.3.1.4.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.5: Missouri River Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.5.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.5.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6: Incorporate responsible use materials at all visitor centers annually. 1.3.1.6: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.6.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.6.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7: Yellowstone Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.7.1: Incorporate responsible use materials at all visitor centers annually. 1.3.1.6: Gayle Fisher ? 1.3.1.7: Yellowstone Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.7.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.7.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors.		Tactic	Sarah Bannon	2	2	-
1.3.1.5: Missouri River Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.5.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.5.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.5.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.6.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.6.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7: Yellowstone Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.7.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.7.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.7.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.4: Robin Hoover 2.1.3.1.7.5: Robin Hoover 2.2.1.1.4.7.5: Distribute responsible use materials at all visitor centers annually. 1.3.1.7.6: Robin Hoover 2.3.1.7.7.5: Robin Hoover 3.4.1.7.7.5: Robin Hoover 3.5.2.7.7.7.5: Robin Hoover 4.5.2.7.7.7.5: Robin Hoover 4.5.2.7.7.7.5: Robin Hoover 5.7.2.7.7.7.5: Robin Hoover 6.7.3.7.7.7.5: Robin Hoover 7.7.3.7.7.7.5: Robin Hoover 7.7.3.7.7.5: Robin Hoover 8.7.3.7.7.7.5: Robin Hoover 9.7.3.7.7.7.5: Robin Hoover 9.7.3.7.7.7.5: R	· · · · · · · · · · · · · · · · · · ·			_		4
responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.5.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.5.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.5.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.6.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.6.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7: Yellowstone Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.7: Yellowstone Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.7: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.7: Distribute responsible use materials at all visitor centers annually. 1.3.1.7: Distribute responsible use materials at all visitor centers annually. 1.3.1.7: Robin Hoover 2.1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.2.2: Custer Country coordinate regional tourism marketing efforts with state/federal land management stricts of the promotion messages are consistent with public land uses and available facilities.	·	_				4
and web sites by 2009. 1.3.1.5.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.5.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.6.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.7: Yellowstone Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on facilities and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.7.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.7.2: Distribute responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.2.1: Identify congretive and maintenance and expense that training marketing efforts are and expense of the training marketing efforts are and expe	responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	O		Ė		
1.3.1.5.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.5.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.6.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.6.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7: Yellowstone Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.7.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.7.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors.	1 1 0 0	Tactic	Carla Hunsley			
1.3.1.5.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.6.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.6.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7: Yellowstone Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.7.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.7.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.2.2: Custer Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities. 1.3.2.1: Identify conscription and maintenance of Allengers, and ensure that travier marketing efforts are		Tactic	Carla Hunsley			-
1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.6.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.6.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.6.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7: Yellowstone Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.7.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.7.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.2.2: Custer Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities. Nick Mann Nick Mann Nick Mann Nick Mann Nick Mann Nick Mann				?	?	٦
1.3.1.6.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.6.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.6.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7: Yellowstone Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.7.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.7.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.2.2: Custer Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on	_		_		-
and web sites by 2009. 1.3.1.6.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.6.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7: Yellowstone Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.7.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.7.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.2.2: Custer Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.			Gayle Fisher	_	^	
1.3.1.6.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.7: Yellowstone Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.7.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.7.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.2.2: Custer Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities. Nick Mann Nick Mann Nick Mann Nick Mann Nick Mann	and web sites by 2009.		-	\sim		-
1.3.1.7: Yellowstone Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.7.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.7.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.2.2: Custer Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	· · · · · · · · · · · · · · · · · · ·	+		\mathbf{Y}		4
on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.7.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.7.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.2.2: Custer Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	·	_		Ž	?	4
and web sites by 2009. 1.3.1.7.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.2.2: Custer Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities. 1.3.2.1: Identify conactify and maintenance challenges, and ensure that tourism marketing efforts are.	on public and private lands, and use technology to encourage recreation in appropriate areas.	O			1	
1.3.1.7.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors. 1.3.2.2: Custer Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities. 1.3.2.2.1: Identify capacity and maintenance challenges and ensure that tourism marketing efforts are		Tactic	Robin Hoover	0	?	
1.3.2.2: Custer Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities. 1.3.2.2.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are.		Tactic	Robin Hoover	0	?	1
1.3.2.2: Custer Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities. 1.3.2.2.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are.	1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors.	+	Robin Hoover	?		1
1.3.2.2.1. Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are		_	Nick Mann			
	sualeules, to ensure that promotion messages are consistent with public land uses and available facilities.	_		<u> </u>		4

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.3.2.2.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Nick Mann	?	?	✓
1.3.2.3: Glacier Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Racene Friede	?	?	?
1.3.2.3.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Racene Friede	?	?	✓
1.3.2.3.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Racene Friede	0	?	
1.3.2.4: Gold West Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Sarah Bannon	?	?	?
1.3.2.4.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Sarah Bannon	?	?	
1.3.2.4.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Sarah Bannon	?	?	
1.3.2.5: Missouri River Country coordinate regional tourism marketing efforts with state/federal land managemer strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	t O	Carla Hunsley	?	?	?
1.3.2.5.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Carla Hunsley	?	?	
1.3.2.5.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Carla Hunsley	?	?	✓
1.3.2.6: Russell Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Gayle Fisher	?	?	?
1.3.2.6.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Gayle Fisher	0	?	
1.3.2.6.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Gayle Fisher	?	?	X
1.3.2.7: Yellowstone Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Robin Hoover	•		•
1.3.2.7.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Robin Hoover	?	?	
1.3.2.7.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Robin Hoover	?	?	
1.4.1.2.2: Custer Country develop artisan/craftsmen trails to highlight Montana's history and culture.	0	Nick Mann	?	?	?
1.4.1.2.2.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	Tactic	Nick Mann	?	?	X
1.4.1.2.3: Glacier Country develop artisan/craftsmen trails to highlight Montana's history and culture.	0	Racene Friede	?	?	?
1.4.1.2.3.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	Tactic	Racene Friede	?	?	✓
1.4.1.2.4: Gold West Country develop artisan/craftsmen trails to highlight Montana's history and culture.	0	Sarah Bannon	?	?	?
1.4.1.2.4.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	Tactic	Sarah Bannon	?	?	
1.4.1.2.5: Missouri River Country develop artisan/craftsmen trails to highlight Montana's history and culture.	0	Carla Hunsley	0	1	М
1.4.1.2.5.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	Tactic	Carla Hunsley	0	0	
1.4.1.2.5.2: Working on a hiking trail on BLM land south of Fort Peck.	Tactic	Carla Hunsley	O	0	
1.4.1.2.6: Russell Country develop artisan/craftsmen trails to highlight Montana's history and culture.	0	Gayle Fisher	?	?	?
1.4.1.2.6.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	Tactic	Gayle Fisher	0	?	
1.4.1.2.7: Yellowstone Country develop artisan/craftsmen trails to highlight Montana's history and culture.	0	Robin Hoover		1	•
1.4.1.2.7.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be	Tactic	Robin Hoover	?	?	
promoted, develop marketing opportunities and funding sources. 1.4.1.5.3: Glacier Country Plan and Promote commemorations of historic events in Montana.	0	Racene Friede	?	?	/
1.4.1.5.3.1: Develop and implement three marketing strategies for the David Thompson Bicentennial Commemoration annually in 2009, 2010, and 2011.	Tactic	Racene Friede	•	0	~
1.5.1.1.1: Custer Country create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	0	Nick Mann	?	?	?
1.5.1.1.1.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Nick Mann	?	?	×
1.5.1.1.1.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Nick Mann	?	?	X
1.5.1.1.2: Glacier Country create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	0	Racene Friede	?	?	?
1.5.1.1.2.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Racene Friede	0	?	
1.5.1.1.2.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Racene Friede	0	?	
1.5.1.1.3: Gold West Country create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	0	Sarah Bannon	?	?	?
1.5.1.1.3.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on offpeak season niche markets targeted by state/regional marketing efforts.	Tactic	Sarah Bannon	?	?	
1.5.1.1.3.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Sarah Bannon	?	?	
1.5.1.1.4: Missouri River Country create vacation packages and develop theme itineraries designed for off- peak season niche markets targeted by promotion efforts.	0	Carla Hunsley	?	?	?
1.5.1.1.4.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Carla Hunsley	?	?	X
1.5.1.1.4.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Carla Hunsley	?	?	X

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.5.1.1.5: Russell Country create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	0	Gayle Fisher	?	?	?
1.5.1.1.5.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off- peak season niche markets targeted by state/regional marketing efforts.	Tactic	Gayle Fisher	\otimes	?	
1.5.1.1.5.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Gayle Fisher	•	?	
1.5.1.1.6: Yellowstone Country create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	0	Robin Hoover	0	†	L
1.5.1.1.6.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Robin Hoover	?	?	
1.5.1.1.6.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.		Robin Hoover	?	?	
1.5.1.2.1: Custer Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Nick Mann	?	?	?
1.5.1.2.1.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Nick Mann	?	?	X
1.5.1.2.1.2: Package and promote to targeted resident and nonresident markets.	Tactic	Nick Mann	?	?	<
1.5.1.2.1.3: Include a fam tour of winter activities at region meetings and VIC workshops.	7 404.0	Nick Mann	?	?	Х
1.5.1.2.2: Glacier Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Racene Friede	?	?	?
1.5.1.2.2.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Racene Friede	?	?	✓
1.5.1.2.2.2: Package and promote to targeted resident and nonresident markets.	Tactic	Racene Friede	0	?	
1.5.1.2.2.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Racene Friede	?	?	~
1.5.1.2.3: Gold West Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Sarah Bannon	?	?	?
1.5.1.2.3.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Sarah Bannon	?	?	
1.5.1.2.3.2: Package and promote to targeted resident and nonresident markets.		Sarah Bannon	?	?	
1.5.1.2.3.3: Include a fam tour of winter activities at region meetings and VIC workshops.		Sarah Bannon	?	?	2
1.5.1.2.4: Missouri River Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Carla Hunsley	?	?	?
1.5.1.2.4.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Carla Hunsley	0	0	_
1.5.1.2.4.2: Package and promote to targeted resident and nonresident markets.	Tactic	Carla Hunsley	?	?	٧.
1.5.1.2.4.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Carla Hunsley	?	?	Х
1.5.1.2.5: Russell Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Gayle Fisher	?	?	?
1.5.1.2.5.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Gayle Fisher		?	
1.5.1.2.5.2: Package and promote to targeted resident and nonresident markets.	Tactic	Gayle Fisher		?	
1.5.1.2.5.3: Include a fam tour of winter activities at region meetings and VIC workshops.		Gayle Fisher	?	?	×
1.5.1.2.6: Yellowstone Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Robin Hoover	0	t	Ĺ
1.5.1.2.6.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Robin Hoover	0	?	
1.5.1.2.6.2: Package and promote to targeted resident and nonresident markets.	Tactic	Robin Hoover	0	?	
1.5.1.2.6.3: Include a fam tour of winter activities at region meetings and VIC workshops.		Robin Hoover	×	?	-
1.5.1.3.2: Custer Country encourage use of Montana products by restaurants, markets, retail shops, and	7 404.0	Nick Mann	?	?	?
suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.2.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides, web sites, and VICs.	Tactic	Nick Mann	?	?	~
1.5.1.3.2.2: Encourage producers to become active in local/regional tourism organizations, and network with	Tactic	Nick Mann	?	?	×
tourism businesses to buy and/or promote their products. 1.5.1.3.2.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Nick Mann	?	?	
1.5.1.3.3: Glacier Country encourage use of Montana products by restaurants, markets, retail shops, and		Racene Friede	?	?	?
suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.3.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites and at VICs	Tactic	Racene Friede	?	?	~
web sites, and at VICs. 1.5.1.3.3.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Racene Friede	?	?	✓
tourism businesses to buy and/or promote their products. 1.5.1.3.3.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Racene Friede		?	Ť
1.5.1.3.4: Gold West Country encourage use of Montana products by restaurants, markets, retail shops, and		Sarah Bannon	?	?	?
suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.4.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and	0	Sarah Bannon			<u> </u>
web sites, and at VICs. 1.5.1.3.4.2: Encourage producers to become active in local/regional tourism organizations, and network with	Tactic	Sarah Bannon	?	?	
tourism businesses to buy and/or promote their products. 1.5.1.3.4.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic Tactic	Sarah Bannon	?	?	<u> </u>
1.5.1.3.5: Missouri River Country encourage use of Montana products by restaurants, markets, retail shops,		Carla Hunsley	?	?	?
and suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.5.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and	O	Carla Hunsley			_
web sites, and at VICs. 1.5.1.3.5.2: Encourage producers to become active in local/regional tourism organizations, and network with	Tactic	Carla Hunsley	?	?	~
tourism businesses to buy and/or promote their products.	Tactic Tactic		?	?	igspace
1.5.1.3.5.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	ractic	Carla Hunsley	<u>.</u> '		Ь

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.5.1.3.6: Russell Country encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.		Gayle Fisher	?	?	?
1.5.1.3.6.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Gayle Fisher	?	?	~
1.5.1.3.6.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Gayle Fisher	?	?	✓
1.5.1.3.6.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Gayle Fisher	?	?	✓
1.5.1.3.7: Yellowstone Country encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Robin Hoover	0	1	L
1.5.1.3.7.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Robin Hoover	0	?	
1.5.1.3.7.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Robin Hoover	0	?	
1.5.1.3.7.3: Ask restaurants to use local products for tourism meetings, workshops, etc. 1.6.1.2.1: Custer Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.		Robin Hoover Nick Mann	?	?	?
1.6.1.2.1.1: Schedule a training	Tactic	Nick Mann	?	?	X
1.6.1.2.2: Glacier Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.	0	Racene Friede	?	?	?
1.6.1.2.2.1: Schedule a training	Tactic	Racene Friede	?	?	~
1.6.1.2.3: Gold West Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.	0	Sarah Bannon	?	?	?
1.6.1.2.3.1: Schedule a training	Tactic	Sarah Bannon	?	?	
1.6.1.2.4: Missouri River Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.	0	Carla Hunsley	?	?	?
1.6.1.2.4.1: Schedule a training	Tactic	Carla Hunsley	?	?	_
1.6.1.2.5: Russell Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.	0	Gayle Fisher	?	?	?
1.6.1.2.5.1: Schedule a training	Tactic	Gayle Fisher	0	?	
1.6.1.2.6: Yellowstone Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.	0	Robin Hoover		1	•
1.6.1.2.6.1: Schedule a training	Tactic	Robin Hoover	?	?	
1.7.4.1.1: Custer Country promote Amtrak's Empire Builder service in Montana.	0	Nick Mann	?	?	?
1.7.4.1.1.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak service on state/regional/local tourism web sites and publications.	Tactic	Nick Mann	?	?	
1.7.4.1.1.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the use of rail service through packaging, rail-drive-bus tours, etc.	Tactic	Nick Mann	?	?	
1.7.4.1.1.3: Seek and support federal funding for Amtrak	Tactic	Nick Mann	?	?	Х
1.7.4.1.2: Glacier Country promote Amtrak's Empire Builder service in Montana.	0	Racene Friede	?	?	?
1.7.4.1.2.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak service on state/regional/local tourism web sites and publications.	Tactic	Racene Friede	?	?	✓
1.7.4.1.2.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the use of rail service through packaging, rail-drive-bus tours, etc.	Tactic	Racene Friede	0	?	
1.7.4.1.2.3: Seek and support federal funding for Amtrak		Racene Friede		?	2
1.7.4.1.3: Gold West Country promote Amtrak's Empire Builder service in Montana. 1.7.4.1.3.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak service on	0	Sarah Bannon	?	?	?
state/regional/local tourism web sites and publications. 1.7.4.1.3.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the	Tactic	Sarah Bannon Sarah Bannon	?	?	
use of rail service through packaging, rail-drive-bus tours, etc. 1.7.4.1.3.3: Seek and support federal funding for Amtrak	Tactic Tactic	Sarah Bannon	?	?	
1.7.4.1.4: Missouri River Country promote Amtrak's Empire Builder service in Montana.	O	Carla Hunsley		+	М
1.7.4.1.4.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak service on state/regional/local tourism web sites and publications.	Tactic	Carla Hunsley	?	?	141
1.7.4.1.4.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the use of rail service through packaging, rail-drive-bus tours, etc. (Trails to Rails) in MRC	Tactic	Carla Hunsley			✓
1.7.4.1.4.3: Seek and support federal funding for Amtrak 1.7.4.1.5: Russell Country promote Amtrak's Empire Builder service in Montana.	Tactic	Carla Hunsley	?	?	2
1.7.4.1.5.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak service on	Tactic	Gayle Fisher Gayle Fisher	?	?	?
state/regional/local tourism web sites and publications. 1.7.4.1.5.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the	Tactic	Gayle Fisher	?	?	×
use of rail service through packaging, rail-drive-bus tours, etc. 1.7.4.1.5.3: Seek and support federal funding for Amtrak	Tactic	Gayle Fisher	?	?	×
1.7.4.1.6: Yellowstone Country promote Amtrak's Empire Builder service in Montana.		Robin Hoover		1	$\hat{\Gamma}$
1.7.4.1.6.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak service on state/regional/local tourism web sites and publications.	Tactic	Robin Hoover	?	?	_
1.7.4.1.6.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the use of rail service through packaging, rail-drive-bus tours, etc.	Tactic	Robin Hoover	?	?	
1.7.4.1.6.3: Seek and support federal funding for Amtrak	Tactic	Robin Hoover	O	?	<u> </u>

1.9.2.2: Couster Country foster opportunities to pool public and private marketing dollars. 1.9.2.2.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.3: Glacier Country foster opportunities to pool public and private marketing dollars. 1.9.2.3: Glacier Country foster opportunities to pool public and private marketing dollars. 1.9.2.3: Clearly define marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.3: Clearly define marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.4: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.4: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.5: Missouri River Country foster opportunities to pool public and private marketing dollars. 1.9.2.5: Clearly define marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.6: Russell Country foster opportunities to pool public and private marketing dollars. 1.9.2.6: Clearly define marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.6: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.6: Clearly define marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.7: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9	Tactic	Nick Mann Nick Mann Nick Mann Racene Friede Racene Friede Racene Friede Sarah Bannon Sarah Bannon Carla Hunsley Carla Hunsley Gayle Fisher Gayle Fisher Robin Hoover Robin Hoover Nick Mann Nick Mann Nick Mann Racene Friede Racene Friede Racene Friede	? ? ? ? ? ? O O O ? ? ? ? ? ? ? ? ? ? ?	? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ?	, , ,
pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.3.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.3.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.3.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.4: Gold West Country foster opportunities to pool public and private marketing dollars. 1.9.2.4: Gold West Country foster opportunities to pool public and private marketing dollars. 1.9.2.4: Clearly define marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.5: Insissouri River Country foster opportunities to pool public and private marketing dollars. 1.9.2.5: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.5: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.6: Russell Country foster opportunities to pool public and private marketing dollars. 1.9.2.6: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.6: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.6: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.7: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.7: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.7: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.7: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.7: Cl	Tactic O Tactic Tactic O Tactic Tactic O Tactic Tactic O Tactic	Nick Mann Racene Friede Racene Friede Racene Friede Sarah Bannon Sarah Bannon Carla Hunsley Carla Hunsley Gayle Fisher Gayle Fisher Robin Hoover Robin Hoover Nick Mann Nick Mann Racene Friede Racene Friede	? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ?	? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ?	
1.9.2.2.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.3: Glacier Country foster opportunities to pool public and private marketing dollars. 1.9.2.3.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.3.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.4.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.4.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.5: Missouri River Country foster opportunities to pool public and private marketing dollars. 1.9.2.5: Licensy define marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.5: Licensy define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.6: Sussell Country foster opportunities to pool public and private marketing dollars. 1.9.2.6: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.6: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.6: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.7: Yellowstone Country foster opportunities to pool public and private marketing dollars. 1.9.2.7: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.7: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.7: Sellowstone Country foster opportunities to pool public and private marketing dollars. 1.9.3.1: Strengthen marketing	Tactic	Racene Friede Racene Friede Racene Friede Racene Friede Sarah Bannon Sarah Bannon Carla Hunsley Carla Hunsley Gayle Fisher Gayle Fisher Robin Hoover Robin Hoover Nick Mann Nick Mann Nick Mann Racene Friede Racene Friede	? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ?	? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ?	
 1.9.2.3.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.3.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.4: Gold West Country foster opportunities to pool public and private marketing dollars. 1.9.2.4: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.4.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.5: Missouri River Country foster opportunities to pool public and private marketing dollars. 1.9.2.5: Clearly define marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.6: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.6: Russell Country foster opportunities to pool public and private marketing dollars. 1.9.2.6: Clearly define marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.6: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.7: Vellowstone Country foster opportunities to pool public and private marketing dollars. 1.9.2.7: Cloardinate the marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.7: Coordinate the marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.7: Cloarly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.3.1: Strengthen	Tactic O Tactic Tactic O Tactic Tactic O Tactic Tactic O Tactic	Racene Friede Racene Friede Sarah Bannon Sarah Bannon Carla Hunsley Carla Hunsley Gayle Fisher Gayle Fisher Robin Hoover Robin Hoover Nick Mann Nick Mann Nick Mann Racene Friede Racene Friede	? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ?	? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ?	
pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.4: Gold West Country foster opportunities to pool public and private marketing dollars. 1.9.2.4.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.4.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.5: Missouri River Country foster opportunities to pool public and private marketing dollars. 1.9.2.5.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.5.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.6.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.6.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.6.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.7.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.7.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.7.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.7.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.1.2: Jointly seek grants with economic developm	Tactic O Tactic Tactic O Tactic Tactic O Tactic Tactic O Tactic	Racene Friede Sarah Bannon Sarah Bannon Carla Hunsley Carla Hunsley Gayle Fisher Gayle Fisher Robin Hoover Robin Hoover Nick Mann Nick Mann Racene Friede Racene Friede	? ? ? ? ? ? O O O ? ? ? ? ? ? ? ? ? ? ?	? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ?	,
1.9.2.4.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.4.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.5: Missouri River Country foster opportunities to pool public and private marketing dollars. 1.9.2.5: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.5: Clearly define marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.5: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.6.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.6.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.6.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.7: Yellowstone Country foster opportunities to pool public and private marketing dollars. 1.9.2.7.1: Coordinate the marketing afforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.7.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.3.1: Custer Country enhance funding for region marketing efforts. 1.9.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.2: Glacier Country enhance funding for region marketing efforts. 1.9.3.2: Glacier Country enhance funding for region marketing efforts. 1.9.3.3: Strengthen capacity by building partnerships with private, public, tribal and nonprofit o	Tactic	Sarah Bannon Sarah Bannon Sarah Bannon Carla Hunsley Carla Hunsley Gayle Fisher Gayle Fisher Robin Hoover Robin Hoover Nick Mann Nick Mann Nick Mann Racene Friede Racene Friede	? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ?	? ? ? ? ? ? ? ? ? ? ? ? ? ? ?	,
1.9.2.4.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.4.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.5.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.5.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.6. Russell Country foster opportunities to pool public and private marketing dollars. 1.9.2.6.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.6.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.7.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.7.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.7.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.1.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.2: Glacier Country enhance funding for region marketing efforts. 1.9.3.3: Gold West Country enhance funding for region marketing efforts. 1.9.3.3: Gold West Country enhance funding for region marketing efforts. 1.9.3.3: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organiz	Tactic O Tactic Tactic O Tactic Tactic O Tactic Tactic O Tactic	Sarah Bannon Sarah Bannon Carla Hunsley Carla Hunsley Gayle Fisher Gayle Fisher Robin Hoover Robin Hoover Nick Mann Nick Mann Racene Friede Racene Friede	? ? ? ? ? ? O O O ? ? ?	? ? ? ? ? ? ? ? ? ? ? ? ? ? ?	,
pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.4.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.5: Missouri River Country foster opportunities to pool public and private marketing dollars. 1.9.2.5.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.5.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.6.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.6.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.7: Yellowstone Country foster opportunities to pool public and private marketing dollars. 1.9.2.7.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.7.2: Clearly define marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.7.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.3.1: Custer Country enhance funding for region marketing efforts. 1.9.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.2: Claicier Country enhance funding for region marketing efforts. 1.9.3.3: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.3: Alistengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to	Tactic O Tactic Tactic O Tactic Tactic O Tactic Tactic O Tactic	Sarah Bannon Carla Hunsley Carla Hunsley Gayle Fisher Gayle Fisher Robin Hoover Robin Hoover Robin Hoover Nick Mann Nick Mann Racene Friede Racene Friede	? ? ? ? ? O O O ? ? ?	? ? ? ? ? ? ? ? ?	
1.9.2.5.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.5.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.6: Russell Country foster opportunities to pool public and private marketing dollars. 1.9.2.6: Clearly define marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.6: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.7: Yellowstone Country foster opportunities to pool public and private marketing dollars. 1.9.2.7: Yellowstone Country foster opportunities to pool public and private marketing dollars. 1.9.2.7: Yellowstone Country foster opportunities to pool public and private marketing dollars. 1.9.2.7: Clearly define marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.7.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.3.1: Custer Country enhance funding for region marketing efforts. 1.9.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.2: Glacier Country enhance funding for region marketing efforts. 1.9.3.2: Glacier Country enhance funding for region marketing efforts. 1.9.3.3: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.3: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.3: Strengthen capacity by building	Tactic	Carla Hunsley Carla Hunsley Gayle Fisher Gayle Fisher Robin Hoover Robin Hoover Nick Mann Nick Mann Racene Friede Racene Friede	? ? ? ? O O O ? ? ?	? ? ? ? ? ? ? ? ?	
 1.9.2.5.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.5.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.6.Russell Country foster opportunities to pool public and private marketing dollars. 1.9.2.6.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.6.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.7.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.7.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.3.1: Custer Country enhance funding for region marketing efforts. 1.9.3.1.2: Jointly seek grants with economic development and/or nonprofit organizations for address regional and local issues related to tourism and recreation. 1.9.3.2: Glacier Country enhance funding for region marketing efforts. 1.9.3.2: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.2: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and	Tactic O Tactic Tactic O Tactic Tactic O Tactic Tactic O Tactic Tactic Tactic Tactic Tactic	Carla Hunsley Carla Hunsley Gayle Fisher Gayle Fisher Robin Hoover Robin Hoover Robin Hoover Nick Mann Nick Mann Racene Friede Racene Friede	? ? ? O O ? ? ? ?	? ? ? ? ? ? ? ?	
pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.5.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.6.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.6.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.7: Yellowstone Country foster opportunities to pool public and private marketing dollars. 1.9.2.7: Yellowstone Country foster opportunities to pool public and private marketing dollars. 1.9.2.7: Clearly define marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.7.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.1: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.2: Glacier Country enhance funding for region marketing efforts. 1.9.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.3: Glacier Country enhance funding for region marketing efforts. 1.9.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.3: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.3: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.4: Strengthen capa	Tactic O Tactic Tactic O Tactic Tactic O Tactic Tactic O Tactic Tactic Tactic Tactic Tactic	Carla Hunsley Gayle Fisher Gayle Fisher Robin Hoover Robin Hoover Robin Hoover Nick Mann Nick Mann Nick Mann Racene Friede Racene Friede	? ? O O ? ? ? ?	? ? ? ? ? ? ?	
1.9.2.6.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.6.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.7: Yellowstone Country foster opportunities to pool public and private marketing dollars. 1.9.2.7.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.7.2: Clearly define marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.7.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.3.1: Custer Country enhance funding for region marketing efforts. 1.9.3.1.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.2: Glacier Country enhance funding for region marketing efforts. 1.9.3.2.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.2.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.3.3: Gold West Country enhance funding for region marketing efforts. 1.9.3.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.4: Missouri River Country enhance funding for region marketing efforts. 1.9.3.4: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recrea	Tactic	Gayle Fisher Gayle Fisher Gayle Fisher Robin Hoover Robin Hoover Robin Hoover Nick Mann Nick Mann Racene Friede Racene Friede	?	? ? ? ? ? ? ?	
 1.9.2.6.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.6.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.7: Yellowstone Country foster opportunities to pool public and private marketing dollars. 1.9.2.7.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.7.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.3.1: Custer Country enhance funding for region marketing efforts. 1.9.3.1.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.2: Glacier Country enhance funding for region marketing efforts. 1.9.3.2.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.2.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.4: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to t	Tactic O Tactic Tactic O Tactic Tactic Tactic Tactic Tactic Tactic Tactic	Gayle Fisher Gayle Fisher Robin Hoover Robin Hoover Robin Hoover Nick Mann Nick Mann Nick Mann Racene Friede Racene Friede	0 0 0 ? ? ? ?	? ? ? ? ? ? ?	
 1.9.2.6.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.2.7: Yellowstone Country foster opportunities to pool public and private marketing dollars. 1.9.2.7.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.7.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.3.1: Custer Country enhance funding for region marketing efforts. 1.9.3.1.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.1.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.2.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.2.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.4: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.4.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.5: Russell Country enhance funding for	Tactic O Tactic Tactic O Tactic Tactic Tactic Tactic Tactic Tactic Tactic	Robin Hoover Robin Hoover Robin Hoover Nick Mann Nick Mann Racene Friede Racene Friede	? ?	? ? ? ? ?	
 1.9.2.7: Yellowstone Country foster opportunities to pool public and private marketing dollars. 1.9.2.7.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.7.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.3.1: Custer Country enhance funding for region marketing efforts. 1.9.3.1.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.2.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.2.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.4: Missouri River Country enhance funding for region marketing efforts. 1.9.3.4: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.5.1: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.5.2: Joint	Tactic Tactic O Tactic Tactic Tactic Tactic Tactic Tactic Tactic	Robin Hoover Robin Hoover Robin Hoover Nick Mann Nick Mann Racene Friede Racene Friede	? ?	? ? ? ? ?	
 1.9.2.7.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.7.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.3.1: Custer Country enhance funding for region marketing efforts. 1.9.3.1.2: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.1.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.2.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.2.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.3: Gold West Country enhance funding for region marketing efforts. 1.9.3.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.4.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.4.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.5.1: Strengthen capacity by building partnerships	Tactic Tactic Tactic Tactic Tactic Tactic	Robin Hoover Robin Hoover Nick Mann Nick Mann Nick Mann Racene Friede Racene Friede	? ?	? ? ? ?	+ +
pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.7.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 1.9.3.1: Custer Country enhance funding for region marketing efforts. 1.9.3.1.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.1.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.2: Glacier Country enhance funding for region marketing efforts. 1.9.3.2.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.2.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.3: Gold West Country enhance funding for region marketing efforts. 1.9.3.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.4.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.4.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.5.2: Jointly seek grants with economic development and/or nonprofit	Tactic Tactic Tactic Tactic Tactic Tactic	Robin Hoover Nick Mann Nick Mann Nick Mann Racene Friede Racene Friede	? ?	? ? ? ?	
 1.9.3.1: Custer Country enhance funding for region marketing efforts. 1.9.3.1.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.1.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.2: Glacier Country enhance funding for region marketing efforts. 1.9.3.2.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.2.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.3: Gold West Country enhance funding for region marketing efforts. 1.9.3.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.4: Missouri River Country enhance funding for region marketing efforts. 1.9.3.4.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.5.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. <	Tactic Tactic O Tactic Tactic Tactic	Nick Mann Nick Mann Nick Mann Racene Friede Racene Friede Racene Friede	? ?	? ? ?	
 1.9.3.1.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.1.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.2: Glacier Country enhance funding for region marketing efforts. 1.9.3.2.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.2.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.3: Gold West Country enhance funding for region marketing efforts. 1.9.3.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.4: Missouri River Country enhance funding for region marketing efforts. 1.9.3.4.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.4.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.5: Russell Country enhance funding for region marketing efforts. 1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic Tactic Tactic Tactic Tactic	Nick Mann Nick Mann Racene Friede Racene Friede Racene Friede	? ?	? ? ?	
address regional and local issues related to tourism and recreation. 1.9.3.1.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.2: Glacier Country enhance funding for region marketing efforts. 1.9.3.2.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.2.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.3: Gold West Country enhance funding for region marketing efforts. 1.9.3.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.4: Missouri River Country enhance funding for region marketing efforts. 1.9.3.4.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.4.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.5: Russell Country enhance funding for region marketing efforts. 1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.5.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic O Tactic Tactic	Nick Mann Racene Friede Racene Friede Racene Friede	?	?	1
projects. 1.9.3.2: Glacier Country enhance funding for region marketing efforts. 1.9.3.2: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.2.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.3: Gold West Country enhance funding for region marketing efforts. 1.9.3.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.4: Missouri River Country enhance funding for region marketing efforts. 1.9.3.4.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.4.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic Tactic	Racene Friede Racene Friede Racene Friede	?	?	ļ
 1.9.3.2.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.2.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.3: Gold West Country enhance funding for region marketing efforts. 1.9.3.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.4: Missouri River Country enhance funding for region marketing efforts. 1.9.3.4.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.4.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.5.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 	Tactic	Racene Friede	?	?	Ţ
address regional and local issues related to tourism and recreation. 1.9.3.2.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.3: Gold West Country enhance funding for region marketing efforts. 1.9.3.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.4: Missouri River Country enhance funding for region marketing efforts. 1.9.3.4.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.4.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.5.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Racene Friede	?		1
projects. 1.9.3.3: Gold West Country enhance funding for region marketing efforts. 1.9.3.3: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.4: Missouri River Country enhance funding for region marketing efforts. 1.9.3.4.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.4.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.5: Russell Country enhance funding for region marketing efforts. 1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.5.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	_)		Ī
 1.9.3.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.4: Missouri River Country enhance funding for region marketing efforts. 1.9.3.4.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.4.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.5: Russell Country enhance funding for region marketing efforts. 1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.5.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 	0			?	Ī
address regional and local issues related to tourism and recreation. 1.9.3.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.4: Missouri River Country enhance funding for region marketing efforts. 1.9.3.4.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.4.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.5: Russell Country enhance funding for region marketing efforts. 1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.5.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.		Sarah Bannon	?	?	I
projects. 1.9.3.4: Missouri River Country enhance funding for region marketing efforts. 1.9.3.4.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.4.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.5: Russell Country enhance funding for region marketing efforts. 1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.5.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Sarah Bannon	?	?	
1.9.3.4.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.4.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.5: Russell Country enhance funding for region marketing efforts. 1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.5.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Sarah Bannon	?	?	
address regional and local issues related to tourism and recreation. 1.9.3.4.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects. 1.9.3.5: Russell Country enhance funding for region marketing efforts. 1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.5.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	0	Carla Hunsley	?	?	
projects. 1.9.3.5: Russell Country enhance funding for region marketing efforts. 1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.5.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Carla Hunsley	?	?	
1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation. 1.9.3.5.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Carla Hunsley	0	?	
address regional and local issues related to tourism and recreation. 1.9.3.5.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	0	Gayle Fisher	?	?	
projects.	Tactic	Gayle Fisher	?	?	Ī
1.9.3.6: Yellowstone Country enhance funding for region marketing efforts.	Tactic	Gayle Fisher	?	?	Ī
	0	Robin Hoover	0	1	I
1.9.3.6.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Robin Hoover	0	?	Ī
1.9.3.6.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Robin Hoover	?	?	Ī
1.10.2.1: Custer Country create public/private/tribal partnerships for cooperative project implementation.	0	Nick Mann	?	?	I
1.10.2.1.1: Identify ways that respective organizations can work together to assist with implementation, developartnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Nick Mann	?	?	I
1.10.2.2: Glacier Country create public/private/tribal partnerships for cooperative project implementation.	0	Racene Friede	?	?	Ī
1.10.2.2.1: Identify ways that respective organizations can work together to assist with implementation, developartnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Racene Friede	?	?	Ī
1.10.2.3: Gold West Country create public/private/tribal partnerships for cooperative project implementation.	0	Sarah Bannon	?	?	t
1.10.2.3.1: Identify ways that respective organizations can work together to assist with implementation, developartnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Sarah Bannon	?	?	t
1.10.2.4: Missouri River Country create public/private/tribal partnerships for cooperative project implementation.	0	Carla Hunsley	0	→	
1.10.2.4.1: Identify ways that respective organizations can work together to assist with implementation, developartnerships, and/or seek resources to support the actions listed in the Strategic Plan.)	Carla Hunsley	?	?	ł
1.10.2.5: Russell Country create public/private/tribal partnerships for cooperative project implementation.	Tactic	Gayle Fisher	?	?	t
1.10.2.5.1: Identify ways that respective organizations can work together to assist with implementation, developartnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Gayle I Isliel		?	J
1.10.2.6: Yellowstone Country create public/private/tribal partnerships for cooperative project implementation.	O	Gayle Fisher			Ī

	Creation Status	Owner	Review Status		tatus
partnerships, and/or seek resources to support the actions listed in the Strategic Plan.					

Report produced by PlanBase software. ©1998-2011 PlanBase Inc.